

**Missouri Association of Convention & Visitor
Bureaus
Board Meeting and Strategic Planning Session
October 6, 2003**

Bennett Spring State Park

Voting Board Members Present:

Steve Powell-St. Charles, Marci Bennett-St. Joseph, Chuck Martin-Cape Girardeau, Andy Thiem-Pulaski County, Ross Summers-Branson, Stephanie Roush-Independence, Teresa Gilliam-Carthage, Cheryl Thorp-Platte County, Melody Chapman-Sedalia, Amy Supple-Grand River Area, John Orem-Sainte Genevieve, Joel Pottinger-Lake of the Ozarks, Sam Allen-Lebanon, Tracy Kimberlin-Springfield, Joe Donnelly-Kansas City Designee, Diane Giacoletto-St. Louis Designee, Cathy Rahe-Hannibal and John Robinson-Division of Tourism.

Guests Present:

Bill Patterson-Nation Ranch Brand Marketing, Inc, Bill Wheeler-Lebanon and Jolene Dempster-St. Joseph

Call To Order:

The meeting was called to order at 9:08 a.m. by President Steve Powell who welcomed those present to the MACVB Strategic Planning Session. All present were introduced. After review of the annual meeting board minutes of June 1, 2003, Sam Allen moved for approval with a second from Chuck Martin. Motion carried.

Treasurers Report:

None

Resolution:

Tracy Kimberlin moved and Sam Allen seconded that we adopt the following resolution; **“MACVB will continue grass roots legislative education supporting full funding (at HB108 level) of the Division of Tourism’s budget with a focus on legislative protection of co-op funds.** Motion Carried.

It was determined that a nominating committee would be names to develop a slate of officers for the Annual Meeting in June. One member from each budget category was appointed.

Nominating Committee:

Up	to	\$ 100,000	Amy Supple
\$ 100,000	to	\$ 449,999	Melody Chapman
\$ 450,000	to	\$ 749,999	Stephanie Roush
\$ 750,000	to	\$1,249,999	Marci Bennett
\$1,250,000	to	\$1,999,999	Steve Powell
\$2,000,000	to	\$4,999,000	Tracy Kimberlin
\$5,000,000	to	\$9,999,999	Joe Donnelly
\$10,000,000	to	-----	Carole Moody

President Steve Powell will chair the committee. The slate is to be determined by December 1, 2003. Cathy Rahe moved that the following nominating committee be approved. Motion seconded by Ross Summers. Motion Carried.

President Steve Powell opened the strategic planning session with the introduction of Bill Patterson of Nation Ranch Marketing, Inc., which specializes in brand development, public relations and crisis communications. He also has formed an alliance with Digital Evolution Group, creators of the Missouri Tourism Online News Bureau (www.News.VisitMo.com) to market their Impressario software, which offers destination marketing organizations the opportunity to manage their public relations (and other marketing communications programs) more efficiently. Steve noted that MACVB developed a strategic plan for the organization in 2000 which has served as an effective road map for this organizations professional growth.

The Mission Statement and Vision Statement for MACVB were reviewed and then we moved directly into the strategic planning process. The strategic plan which was developed is attached.

Meeting Adjourn 3pm