

MACVB Small Market Meeting
March 14, 2006

Attending: Aimee Smith, Chuck Martin, Pansy Glenn, Amy Supple, Karen Krispin, Andy Thiem

The Mission Statement was reviewed and revised. Chuck will send out the final version for review and final approval.

The Receptive Reception event in Branson was discussed. Tentative dates in late September and early October were identified. Andy will contact some of the larger receptives and identify a preferred date. Karen will work on developing a theme and logo/brand. Chuck will coordinate the creation of a CD to distribute that includes all participating CVBs information. Please send all information to Chuck in a .pdf format. It was decided that only the small market CVBs that participate in the committee meetings and event planning will be able to participate along with the CVB's local attractions and tourism partners that want to attend. A separate fee for those partners will be identified when the event costs are determined. Andy will locate and reserve a venue and Pansy will assist with set-up and F&B. Amy will work on invitations. Anyone that has any receptive contacts in the Branson area should send contact information to Karen to cross-check with the list we currently have.

There was discussion regarding the creation of a new class of membership that might entice new or small chambers/cvbs to participate in MACVB without jeopardizing the existing membership fee structure. The topic was tabled for further discussion at the next meeting.

Everyone is to work on branding/logo ideas and either submit to Karen or bring to the next small market meeting.

An update on health benefits was given. We are awaiting an updated price listing for the dental plan. Chuck will contact Bill Eggelberger to expedite that information. We have pricing from AFLAC on accident, cancer, long-term care and long-term disability programs. There are currently two insurance brokers that are working on health insurance proposals. The goal is to have the pricing and information for the entire MACVB membership to

review and sign-up, either prior to, or at, the MACVB annual meeting. If it is during the annual meeting, the brokers will be invited to have registration tables during the open breakfast times on Monday and Tuesday during the committee meeting times of 7:30 - 9:00 am.

There was discussion regarding the marketing alliance, creation of a small market brand, identification of possible advertising publications for the future. We will wait on the results of branding/logo development for the Receptive Reception before continuing.

Amy was asked to reserve Monday morning 7:30-8:15 during the annual meeting for the small market committee meeting.

Amy gave an update on site selection for the 2007 and 2008 annual meeting to be held in the St. Louis area. She will be doing site surveys on Wednesday.

The next small market committee meeting is tentatively scheduled for May 9, 10, or 11. Please respond to Andy with your availability of those dates. If anyone would like to submit a location for the next meeting other than Maryland Heights, please include costs for meeting space, morning break, lunch and afternoon break expense, as well as overnight lodging prices. Currently the cost for the meeting and F&B is \$20 per person. If you are interested in hosting the next meeting, please send your information to Andy by the end of March.