

Listed below is a DRAFT of the Commission Meeting Minutes from Friday, December 8th.

Missouri Tourism Commission

Liberty Memorial and Museum, Kansas City December 8, 2006, 9:00 a.m.

Members in attendance:

Chairman Lt. Governor Peter Kinder; Rep. Maynard Wallace; Rep. Gina Walsh; Jim Divincen; Sharon Garrett; Karen Graves; Randy Wright.

Members absent: Senator Coleman, Senator Gross, Lee Clear.

Others in attendance: Blaine Luetkemeyer, Bob Hain, Bob Smith, Suzy Schneider, Jeff Wohlt, Dee Ann McKinney, Bob Hain, Tracey Berry, Lori Simms, Missouri Division of Tourism; Steve Berkheiser and Morgan Trosper, Liberty Memorial & Museum; Eric Feltner and Ben Jones, Lt. Governor Kinder's office; Rick Alm, Kansas City Star; Jim Robertson, Civil War Heritage Foundation; Brian Ruf, RUF Research; Jill Raines, Kansas City Convention & Visitors Association; Marci Bennett, MACVB; Donna Cordle, Legacy Dimensions; Anita Dixon, Kansas City; Don Montague, Bob Frohoff, Abbey Koch, Jacque Reed, Laura Swearengin; Louie Lichtenberg, Brent Scholz, MMG Worldwide; Cheryl Dozier, Dozier & Associates.

The meeting was called to order at 9:00 a.m. Chairman Lt. Governor Kinder introduced Steve Berkheiser, Executive Director of the Liberty Memorial and Museum. Mr. Berkheiser welcomed the Commission to the memorial and museum.

Motion: Wright (Approve the minutes of the October 10, 2006 Commission meeting.)

Second: Divincen

Vote: Unanimous

Chairman Lt. Governor Kinder gave an update on the Advertising Agency RFP.

The Office of Administration is in complete control of the process, with Mary Call handling the RFP process. The deadline to submit bids is 2 p.m. on December 19. The evaluation process will begin after that, with an estimated completion date of March 1.

Old Business

Blaine Luetkemeyer thanked the Commission for the opportunity to serve in the position of director of the Division of Tourism. Mr. Luetkemeyer provided an update on several items:

- . Attended the National Tour Association convention in Salt Lake City, at which we host Breakfast in Bed for the tour operators. Next year the convention will be in Kansas City.
  - . Hosted breakfast for the Freshman Legislative Tour in Branson last week.
  - . Met with legislators, DED and Governor's staff regarding our budget; requested full funding at \$2.89 million.
  - . Currently we have two vacancies. Have had discussions with deputy directors regarding improving office efficiency.
  - . Participating in the Tour of Missouri Bike Race, with \$500,000 released from the Governor's Reserve. It's very important that we oversee the process. One of our staff members has been working on the project nearly full-time.
  - . Fantastic staff, very knowledgeable and experienced. We're again holding monthly staff meetings as a means to improve communication.
  - . In the process of putting together a strategic plan. Some of the goals discussed included increasing our ROI significantly, expanding our development.
  - . Proposed changes - Met with DED recently regarding the DREAM program; it has a tourism component, we can promote that. Looking at Cooperative Marketing program - how can we help smaller markets, destinations that don't have the ability to develop brochures, web sites. We can provide outreach and education to these destinations.
  - . Sat in on the Co-op evaluation committee meeting recently, and very pleased to see how industry representatives try to find a way to make the program work for the applicants. The evaluation team members offered their own expertise to assist smaller destinations.
  - . The importance of extending for another five years the reauthorization of HB188 or State Statute 620 to 2010. Mr. Luetkemeyer requested Commission approval or comments on proceeding with that effort. Chairman Lt. Governor Kinder instructed Mr. Luetkemeyer to go forward as suggested.
  - . Received a request for \$50,000 in funding for Truman Library for promotional activities. Additionally, Mr. Luetkemeyer sought Commission advice on handling such requests for funding. Rep. Wallace suggested that such requests be screened at the division level prior to going to the Commission. Chairman Lt. Governor Kinder suggested that the Commission Budget Subcommittee would be of assistance in reviewing such requests.
- Motion: Wright (Approve the \$50,000 funding request for Truman Library).
- Second: Garrett
- Vote: Unanimous

Mr. Luetkemeyer introduced the 2007 spring campaign in which we've undertaken a change in course, with our ads more active, more people-oriented. The 2007 campaign will use the Missouri "Escape" concept

from last year, resulting in a substantial savings in production. Don Montague and Brent Scholz of MMG Worldwide presented the campaign in print ads, radio and TV. The "Escape" campaign tested well with focus groups conducted this fall. MMG recommended elimination of winning the Ford Escape from the spring campaign and potentially giving away ten travel escapes. MMG estimated \$100,000 in potential savings.

Bob Hain provided a budget report for a four-month period through the end of October 2006, with approximately 33% expended. The budget report included a transfer of \$500,000 from Governor's Reserve to the Tour of Missouri Bike Race.

#### New Business

Chairman Lt. Governor Kinder indicated the next order of business was the Election of Officers for 2007.

Motion: Walsh (Nominate Lt. Governor Peter Kinder as Chairman of the Tourism Commission)

Second: Divincen

Vote: Unanimous

Motion: Wallace (Nominate Jim Divincen as Vice-Chairman of the Tourism

Commission)

Second: Garrett

Vote: Unanimous

Chairman Lt. Governor Kinder called for members of the Tourism Commission to serve on the Budget Committee, consisting of two members of each party, with Vice-Chairman Jim Divincen serving as Chairman of the Budget Committee. Rep. Gina Walsh, Randy Wright, Rep. Maynard Wallace and Sharon Garrett indicated their interest in serving on the Budget Committee.

Chairman Lt. Governor Kinder provided an update on the Tour of Missouri Bike Race. Conversations continue with cities interested in hosting events. Fundraising is ongoing with recent commitments from Edward D.

Jones for \$100,000; Anheuser-Busch \$100,000 and MMG Worldwide \$50,000 (\$25,000 cash, \$25,000 in-kind services). The race will begin in Kansas City and will conclude in St. Louis on September 16, which is a Cubs weekend in St. Louis.

Bob Smith gave an update on Welcome Centers. The Highway Commission will

begin the process to build a Welcome Center at Bethany. The Joplin Welcome Center will be rebuilt, with completion expected by November 2007.

The current Joplin location will be demolished in the coming weeks. During the construction process, the center will be relocated to a shopping center off of Rangeline Rd.

The Pulaski County Tourism Bureau submitted an application for Welcome Center Affiliate status. Mr. Smith had conducted a site visit and recommended approval of the application.

Motion: Divincen (Approve the Pulaski County Tourism Bureau application for Welcome Center Affiliate)

Second: Wallace

Vote: Unanimous

Chairman Lt. Governor Kinder introduced Jim Roberston of the Civil War Heritage Foundation, regarding a presentation about the sesquicentennial of the Civil War.

Jim Divincen provided information about the Safe Boating Coalition and the proposal to consider a 12-month safe boating billboard campaign, requesting the Commission and division partner with the Coalition on the proposal. Lt. Governor Kinder indicated this would be an action item for the next meeting.

Chairman Lt. Governor Kinder indicated the Commission would go into Closed Session.

Motion: Wright (Go into Closed Session pursuant to RSMo. 610.021 Section

3)

Second: Wallace

Vote: Unanimous

Meeting reconvened at 11:00 a.m.

Motion: Walsh (Adjourn December 8, 2006 Commission meeting)

Second: Divincen

Vote: Unanimous

Meeting adjourned at 11:05 a.m.

Respectfully submitted,

Suzy Schneider

Executive Assistant to the Tourism Commission