

**Missouri Association of CVB's
Board Meeting
April 20, 2005
Regional Library, Jefferson City**

Present: Bob Frohoff, Clayton Reid, Jill Johnson, Pansy Glenn, Teresa Gilliam, Joel Pottinger, Jim Divincen, Marci Bennett, Stephanie Roush, Eric Feltner, Kim Lenox, Jill Raines, Laura Holloway, Ronda Mertens, Diane Giacoletto, Andy Thiem, Chuck Martin, Amy Supple, Gail Bryant, Sam Allen, Wylie Barnes, Raeanne Presley, John Robinson, Towanda Gelbach, Steve Powell

President Stephanie Roush called the meeting to order and thanked Jill Johnson for arranging for our meeting room in Jeff City. Each individual introduced themselves and noted a couple of developments in their own communities.

Andy Thiem moved to approve the minutes from the last meeting. Pansy Glenn second. Motion passed.

In the absence of Ross Summers, Marci Bennett reviewed the current financials. Andy made a motion to move \$30,000 out of the cash account and put in a CD. Joel Pottinger second. Motion passed. Andy noted that he might be able to get us a 2.5% rate and if we choose a year CD he can get 3.5%. Stephanie asked that he work with Marci and Ross on that. Teresa Gilliam moved to approve the financial report. Second by Pansy Glenn. Motion passed.

Ronda Mertens noted that the name of her company has changed. It is now Madden-Preprint Media and they are publishing the Kansas City Visitors Guide in addition to the Missouri Vacation Planner. She and Laura Holloway, with the Division of Tourism explained the changes relative to inputting attraction information into the publication. The paper is gone and it is all being done via the Division of Tourism's extranet. This will insure that there is a complete database for the Division's web site to list for each community and will insure that updated information is submitted for consideration to be listed in the Vacation Planner. Laura sent a letter last week to all Chambers and CVB's allowing them access to the database for their community. The letter asked the CVB's to make sure their own attractions are listed. Teresa asked if there is a complete list, by community, of what has been entered. Is that something that can be accessed? Laura noted that this is not a feature that is available this year, however, if the CVB would call her office she will print one out for you. Andy noted that an additional feature would be for there to be electronic notification to the CVB when one of their attractions has gone in and made changes. Laura indicated that this could happen.

Jill Raines noted that the KCCVB has a new "official" name. It is the Kansas City Convention and Visitors Association

Chuck Martin and Andy Thiem presented a revised version of the Comparative Missouri CVB's study for consideration by the board. They noted that we do this study every two or three years and it has been a cumbersome undertaking to fill out. They have boiled it down to the most important information, which should make it less time consuming and even more relevant. They recommended making the budget categories smaller as well. The original study was patterned after the one that IACVB does and it was less helpful for the smaller bureaus. Chuck noted that it would only work if each bureau COMMITS to completing it within a DEFINED time limit. He asked that each member review the proposal and let either he or Andy know of any additions. They will present a formal document at the annual meeting in June.

We ate lunch and thanked Jill for the cookies!

Teresa Gilliam and Andy Thiem proposed that we move forward with trying to unify our presence at trade shows and noted that the Division of Tourism could help in this effort. They noted that most other states do it and it really is a benefit. Considerable discussion ensued. Joel pointed out that one of the challenges may be for those that have had the same booth space for many years and by paying early bird prices can retain that space. Another consideration was who would actually negotiate and make the deal with each

trade show. Teresa noted that in most cases half of each booth space is being covered through the Division of Tourism Coop Program. Jill Johnson cited examples of how this program can work from her experience in Kansas. It was determined that the first step is to poll our members and get a list from them of the trade shows they are planning on attending Jan 1-Dec. 31st. The responses will be compiled into a spreadsheet that the committee can review and make recommendations on. Marci will send broadcast e-mail asking for the individual lists. Teresa and Andy will have a recommendation at the annual meeting.

Chuck Martin noted that he has gained access to information delineating the past five years of taxable room night revenue, which is produced, by the state. This is broken out by county and he wondered if other MACVB members would be interested in the information. The answer was YES! Chuck will forward the information to Marci and it will be placed on our web site in the intra net section.

Stephanie reminded the board that to access the information on our intra net your user name is MACVB and your password is BOARD. She also noted that on the intra net portion of our web site you can now go in and do a broadcast e mail to all of our board members, all of our allied members or the entire group. It really makes asking questions easy.

Sam Allen gave the legislative update. He feels the Division's budget is doing well in the legislature and doesn't feel that it will take a significant hit. He noted that there seem to be a new kind of legislators who really DO want to hear from their constituents and react to them. John Robinson noted that we should not be too confident about full funding because the Governor's #1 job is to balance the budget. He HAS to do that. When the budget comes to him from the legislature he will have to make some tough choices. DED has already said that if a cut or holdback is directed to them that a significant portion will come from Tourism. They've already set the stage for this to occur. He commented that this decision is not from the Governor's office, but within DED. It appears that we may not be out of the woods yet. We could easily have won the battle with the legislature but the focus, now, (without being intrusive) should be in the Governor's office. The possibility of having Tourism stand-alone, as it's own department was discussed. It was noted that there is a current commission looking at the possibility of regrouping some Departments and Divisions. The consensus was to not give up the pressure, but to apply it appropriately understanding the huge decisions that are being made to cut social programs, etc. Steve Powell commented that Senator Gross has introduced a bill which would re-direct some gaming funds. He wondered if tourism could get in on that as a potential for additional funding.

Amy Supple gave an update on the Annual Meeting noting that you MUST make your room reservations by the cut off date. The Chateau gave us a GREAT rate of \$99, but after the cut off date the rate goes to \$210. Ronda Mertens and Stephanie outlined the plans they have made for a fun, cost effective golf outing on Sunday afternoon. They distributed a flyer, which will be sent to all of our members.

Sam Allen moved to adjourn, second by Pansy Glenn. Meeting adjourned.