

**Missouri Association of CVB's  
Board Meeting  
December 6, 2006  
Columbia, Missouri**

**Attending:** Stephanie Roush, Lisa Burton, Stacy Bartlett, Pansy Glenn, Scott Reeter, Beau Hicks, Diane Giacolleto, Bob Smith, Blaine Leutkemeyer, Steve Picker, Mike McAfee, Karen Krispin, Andy Thiem, Tim Jacobson, Ross Summers, Sam Allen, Marci Bennett, Lorah Steiner, Renee Graham, Carolyn Crooker

The meeting was called to order by President, Sam Allen. Everyone introduced themselves and Sam thanked the Columbia CVB for hosting this meeting.

The meeting minutes from June 4, 2006 were approved as submitted.

Financials from January 2006-current were reviewed. Income has been \$99,386 (including Small Market Reception assessment and TEAMS assessment) and expenses have been \$94,278. Outstanding are invoices relating to the Small Market Reception. Stephanie Roush moved to approve the financials with a second from Karen Krispin. Motion passed.

### **Committee Reports**

Stephanie Roush discussed the dates for the annual meeting in Maryland Heights, June 3-5, 2007 and encouraged input on speakers and presenters. An education committee meeting will be held after the first of the year to begin working on the program.

Legislative Committee report was made by Andy Thiem. The committee would like for each CVB to send a list of their local legislators to Andy to create a master list. The committee is working to have each CVB send a letter to any freshman legislators they have and any others they wish discussing MACVB's mission and goals. Discussed Capitol Days and MACVB's participation in the event. The membership requested that they know, in advance, the legislative agenda for the event. The committee will work with MTC to formalize this prior to Capitol Days. Pansy Glenn moved that MACVB approve an expenditure of up to \$1,200 to partner on Capitol Days with a second from Karen Krispin. Motion passed.

Marci thanked all members for participating in the hotel and total tax survey which was included in the packets and is displayed on the MACVB web site.

Mike McAfee made a final report on the TEAMS partnership and displayed all of the materials produced along with pictures of the event. The consensus was to proceed with a similar program for 2007 and ask to partner with the Missouri Division of Tourism.

Pansy Glenn distributed the new Membership Brochure which is also loaded on the web site. It has been updated. She discussed putting together a program to incentivise our members to recruit additional members to the association. The committee will come to the full board with a proposal at our next meeting. Nice job Pansy!

Karen Krispin reviewed the up coming Small Markets Receptive Reception in Branson. A formal review will be submitted to the full board after completion of the event.

### **Old Business**

Marci reviewed the presentation she made for the newly formed Arkansas Association of CVB's. They have modeled their organization on ours and it is working well.

Stacy Bartlett gave an overview of sponsorship opportunities for NTA's Annual Conference which will be held in 2007 in Kansas City. She distributed information relative to sponsorship.

### **New Business**

It was noted that the Tourism Commission is meeting on Friday, December 8<sup>th</sup> in Kansas City at the Liberty Memorial, 9am.

Tracy Kimberlin has reviewed the MACVB by-laws and made some recommended changes so that they more accurately reflect the way the organization is currently functioning. The Executive Committee will review these recommendations and bring a formal proposal to the full board.

President, Sam Allen introduced Blaine Leutkemeyer, the new Director of the Missouri Division of Tourism. Mr. Leutkemeyer outlined his vision for the Division. He will actively pursue support of extending the Division Funding formula without any changes. He will work with the Commission to insure that they formally endorse this action. Mentioned was that there is a new Sunset Committee being formed to review all sunset legislation. His take is that Rep. Woods and Senator Gresheimer will be the respective chairs for the Joint Tourism Committee. He wants to make sure we retain the focus on ROI and how to help emerging DMO's. He wants to continue partnering with CVB's and other state departments. They are in the bidding process for a new advertising agency for the Division of Tourism and want to insure that the advertising has a very visual impact....much like the previous Escape campaign.

Meeting adjourned.