

**Missouri Association of Convention & Visitor Bureaus  
Annual Board Meeting  
Country Club Hotel & Spa  
Lake Ozark, Missouri  
June 1, 2003  
4:12 p.m.**

**Voting Members Present:** Joel Pottinger, Tracy Kimberlin, Marci Bennett, Steve Powell, Stephanie Roush, Joe Donnelly, Andy Thiem, Chuck Martin, Pansy Glenn, Teresa Gilliam, Cheryl Thorp, Amy Supple, Beth Carmichael, John Robinson, Rick Hughes, Melody Chapman, Cathy Rahe, Chris Flory.

**Non-Voting Members & Guests:** Bob Smith-Division of Tourism, Scott Reeter-Mizzou Magazine, Jill Raines-MMG Worldwide, Bill Patterson-MMG Worldwide, Susan Wicktatowich-MMG Worldwide, Gary Figgins-Missouri Tourism Council, Bonnie Gill-AAA Midwest Motorist, Carol Rudi-Platte County CVB.

**Call To Order** – The meeting was called to order at 4:12 p.m. by President Steve Powell who welcomed those present to the MACVB Annual Meeting. All present were introduced. Pansy Glenn requested that a correction to the February 12<sup>th</sup> minutes be made to include herself and Chuck Martin to the minutes. Tracy Kimberlin moved for approval of the minutes from the February 12, 2002 meeting with a second from Andy Thiem. Motion carried.

**Treasurers Report** – Marci Bennett presented the Treasurers Report in Sam Allen's absence. Revenue on hand is \$66,948.90. Andy Thiem moved to approve the report. Beth Carmichael seconded the motion. Motion carried.

**Missouri Division of Tourism Report** – Tourism Director John Robinson reported that the Spring/Summer Insert has had some successful results. The Civil War web site received 13,000 hits the day after the insert, which was double in comparison to any other single day.

Pow Wow was a success although numbers were down due to the economy. A great amount of interest in mid-America was expressed. The pre and post FAMS were briefly discussed. Some changes were necessary because of cancellations but FAMS received good reports. The Outdoor Writers will gather in Columbia next week, which brings potential for great economic impact.

There was discussion on what MACVB can do for tornado stricken communities, particularly Pierce City who is going to try to reconstruct a tourism town. Perhaps there are ways MACVB can partner and/or collaborate with DED to provide some type of support.

Mr. Robinson expressed appreciation to Savor the Flavor participants. He commented on its value and how to make it a function message driver for legislators and assistants. More than 2,000 people attended. The percentage of legislators was smaller but had a good number of assistants who are a great group to connect with for support on issues.

Mr. Robinson also suggested that the State of Missouri team up with CVB's and destinations for cost effectiveness and impact at various shows. The Missouri Division of Tourism could buy a set of booths and subcontract to CVB's. Steve Powell asked Andy Thiem and Joe Donnelly to work with the Division to co-op on some sports shows.

Legislatively, the tourism budget for the state came out better than everyone else, which can be attributed to the same two-year message that tourism is a revenue producing industry. The Missouri Arts Council was attempting to gain some of tourism's budget. The Arts Council can use some of Tourism's existing vehicles, and a partnership would benefit all. The Tourism Budget is in House Bill 7, which is not one of the four bills the Governor has vetoed. A special session has been called and will begin Monday. The Division will be closely watching the session.

First quarter numbers are down due to the war, weather and economy, but the future looks good. Business travel is down while leisure travel is up. Again, destinations are experiencing shorter trips and day trips.

### **Old Business:**

**Legislative Committee Report Update** – Steve Powell advised that the committee is reviewing our legislative agenda to determine if this is the best year to invest our money. The Board should continue to look for ways to partner.

**MACVB Web Site** - has been up and running since April. All the glitches have been worked out. Patty Becraft will be on hand at the conference to answer any questions.

### **New Business:**

**IACVB Annual Meeting in Kansas City July 19-22, 2003** – 700 attendees are anticipated. The opening night reception is to be held at Union Station. The Executive Board moved that MACVB offer \$250 scholarships (in lieu of other CDME scholarships for this year) per CVB, not to exceed the amount of paid MACVB annual dues. Tracy Kimberlin made the motion to approve IACVB scholarships for individuals. Andy Thiem seconded the motion. Motion carried.

**Executive Board Vacancy** – There is an open “at large” position on the Executive Board. Those interested should notify Steve Powell or Marci Bennett.

**Board Retreat** – A strategic planning retreat will be scheduled in the fall at Bennett Springs. Dates will be e-mailed. One item to be discussed will be “suggested recommendations for updating the bylaws.” The full board is encouraged to participate.

**St. Joseph Management Contract** – The Executive Board recommended extending the contract with the St. Joseph CVB for an additional year at the same costs. Joel Pottinger moved on the motion. Andy Thiem seconded the motion. Motion carried.

**Other:**

The Governor's Conference will be held September 15-17, 2003 at Tan-Tar-A. If anyone has suggestions for content, please contact Bob Smith or Jeff Wohl.

**Adjournment at 5:37 p.m.**