

**Missouri Association of Convention & Visitor Bureaus
Board Meeting
Marriott Pavilion Hotel
St. Louis, Missouri
October 16, 2002
5:10 p.m.**

Voting Members Present: Kirsten Glidden, John Orem, Pansy Glenn, Debbie Frank, Chuck Martin, Marci Bennett, Steve Powell, Stephanie Roush, Joel Pottinger, Joe Donnelly, Tracy Kimberlin, Amy Supple, Jim Zaleski, Beth Carmichael, John Robinson, Faye Bleigh, Cheryl Thorp, Teresa Gilliam, Andy Thiem, Chris Moranville,

Non-Voting Members & Guests: Herb Fallert-St. Genevieve, John Moore-Missouri Meetings & Events, Joe Clote-Missouri Meetings & Events, Norris Flowers-?, Beverly Totten-St. Louis CVC, Bob Smith-Division of Tourism, Becky Heeren-Division of Tourism, Kim Thompson-St. Joseph CVB, Courtney Fadler-Lt. Gov. Office, Scott Reeter-Mizzou Magazine, Gary Figgins-Missouri Travel Council, Steve Kappler-TBMG, Marjorie Beenders-TBMG, Rob O'Keefe-MMG Worldwide, Bill Patterson-MMG Worldwide, Susan Wuckowitsh-MMG Worldwide, Kim Helwig-MMG Worldwide, Gail Myer-Myer Hotels, Ronda Mertens-Preprint Publishing, Renee Graham-Columbia CVB, Annette Conrad-St. Louis CVC, Donna Costellia-St. Charles CVB and Donna Cordle-Powell – Legacy Dimensions.

Call To Order – The meeting was called to order at 5:10 p.m. by President Steve Powell who welcomed those present to the Governor's Conference. He gave a special welcome to Lt. Gov. Joe Maxwell who thanked the MACVB Board for their commitment and advice during last year's difficult budget process. Because of everyone's hard work, tourism is up. Lt. Gov. Maxwell introduced Courtney Fadler from his office as a contact for questions, information and suggestions. Steve expressed appreciation for Lt. Gov. Maxwell's cooperation and support. All present introduced themselves. Tracy Kimberlin moved for approval of the minutes from the June 9, 2002 meeting with a second from Joe Donnelly. Motion carried.

Treasurers Report – Due to Sam Allen's absence, Marci Bennett presented the Treasurers Report. The cash balance is \$62,000. Andy Thiem moved to approve the report. Beth Carmichael seconded the motion. Motion carried.

Division of Tourism Director Update – John Robinson, newly appointed Director for the Missouri Division of Tourism gave an update on his first 90 days in this position. His major focus is to have the Division perform with efficiency and discipline, as they will be under scrutiny by the General Assembly. The \$1 Million budget reduction has resulted in a cut back in research, although a new Research Director is in place for the first time.

Bob Smith, Deputy Director, announced that the ten tourism districts would be reformatted to five: Northeast, Northwest, Southeast, Southwest and Central. An exception is the Co-op Marketing Program, which will still be distributed within the ten regions. He recommends a focus on promoting Lewis and Clark, restoring the integrity of the Tourism fund and to continue to work with the "Rediscover Your Missouri" campaign. Of great importance is to educate new legislators as to the value of tourism as a revenue producer and that tourism is a friend to the budget. He also indicated that this is the first time the Governor's Conference has paid for itself.

Steve Powell asked what piece is being considered for fulfillment with Lewis & Clark. Smith reported that the State Parks Department is considering a piece, and Preprint may do an insert. This should be determined in six to eight weeks.

It was also questioned as to when the State's next creative campaign would be revealed. Smith advised that an update on results would be given at the Commission meeting on Friday. Because of the change in the conference schedule from summer to fall, the new Spring/Summer campaign has not been completed. Next year's Governor's Conference will be at Tan-Tar-A in September.

OLD BUSINESS:

Destination Sales Training – This sales training course is scheduled for December 10th and 11th in Kansas City. The seminar is full, however, a waiting list is available.

Legislative – The Executive Board is mailing a letter next week to all state legislative candidates encouraging them to pro-actively support tourism. Each member should be contacting his or her own candidates.

Pow Wow 2003 – Bev Totten, St. Louis CVC, reported on the progress. Annette Conrad is Co-chair of the Sightseeing Committee and Donna Cordle-Powell is overseeing the Post-Fams. The Missouri Tourism Division is the largest sponsor so far. Special evening activities will include Sunday night at the Arch (sponsored by MDT and the St. Louis CVC). Monday night (sponsored by Illinois) will have a Route 66 focus. Sponsorships are needed, and if MACVB members have potential corporation sponsors in their area, please e-mail Bev. The Arch party needs additional re-enactors. Numerous volunteers are needed, and volunteer forms were distributed. The official Post-Fams will include all five regions; Northwest (Kansas City/St. Joseph area), Southwest (Branson/Springfield area), Central (Columbia/Lake of the Ozarks area), Northeast (Hannibal/Illinois area) and Southeast (St. Genevieve/Illinois/Kentucky area). Tracy Kimberlin moved that the Executive Committee be authorized to expend up to \$5,000 for a Pow Wow sponsorship. Jim Zaleski seconded the motion. Motion carried. Joe Donnelly will lead a committee to consider a volunteer assessment match from other members.

Web Site Update – Report attached.

NEW BUSINESS:

Legislative PR Campaign – Bill Patterson from MMG did a media conference this a.m. regarding the success of Missouri tourism and Pow Wow. The Associated Press has picked up the story.

Committee Assignments – The Executive Committee has put together seven different committee assignments for the Board to participate. They are: Legislative (Tracy Kimberlin & Steve Powell), Professional Development /Education (Stephanie Roush), Programming Development (Tracy Kimberlin), Membership Services (Joel Pottinger), Membership Recruitment/Development (Sam Allen), Marketing (Steve Powell & Joe Donnelly) and Allied Member Recruitment (Ronda Mertens). A committee sign up sheet was passed to all members during the meeting.

Marci Bennett mentioned before the close of the meeting that the states of Kansas and Nebraska have requested an interest in participating in the annual meeting next June.

Joe Donnelly moved that the meeting be adjourned. Joel Pottinger seconded the motion. Motion carried. Adjournment at 4:35 p.m.