

Missouri Association of Convention & Visitor Bureaus
Full Board Meeting
Tuesday, September 25, 2007
Branson, Missouri

In attendance: Cameo Harrington /Joplin CVB, Beau Hicks/Hannibal CVB, Carolyn Crooker/Sedalia CVB, Tim Jacobs/Lake Ozark CVB/ Barb Hannon/Nation Ranch, Amy Supple/Chillicothe CVB, Sam Allen/Lebanon CVB, Andy Thiem/Pulaski County CVB, Tracy Kimberlin/Springfield CVB, Ross Summers/Branson CVB, Dim Divincen/Tri County Lodging, Vikki Mattheww/MO Meetings and Events, Joe Clote/MO Meetings and Events, Pansy Glenn/Madden Pre-Print, Gail Bryant/Lebanon CVB, Marci Bennett/St. Joseph CVB.

President Sam Allen called the meeting to order and welcomed everyone. Introductions were made.

The minutes of the June meeting were presented. Motion by Tracy Kimberlin for approval with a second by Ross Summers. Motion passed.

Amy gave an overview of the current financial report. Noted was that in later discussions we will be looking to change the fiscal year of the association from July 1 to January 1 so that we are better able to compare income and expenses from year to year. Marci explained that with a July 1 fiscal year beginning we often have variations on revenues and expenses related to the Annual Meeting (June) and Member Dues Income (July). **PLEASE Note- This will mean that you will be invoiced for ½ year of dues in July of 2008 and will receive an invoice for a full years worth of dues in January of 2009. Please adjust your budgets accordingly.** The inclusion of programming for TEAMS and Small Markets has also affected the financial reports. Currently all members have paid. It was also noted that any special events (TEAMS, Receptive Reception, etc) will have separate budgets that flow into the main association budget. Ross Summers moved for approval which was seconded by Tracy Kimberlin. Motion passed.

Committee Reports –

Sam discussed the fact that we do not need to have standing committees if there is no work for them to do. As issues arise the Executive Committee and President will seek volunteers to fill committees and appoint them at that time.

Small Markets - Discussed the receptive reception and the fact that it is open to all DMOs to participate.

Education – The Annual Meeting will be in Maryland Heights (St. Louis) next year, June 1-3. We are in the process of revising the RFP for 09 and 10. Sam and Marci will work on it and have it ready for our February meeting in conjunction with Capitol Days. We would like to have a site selected by the time of the 08 annual meeting. As soon as the RFP is completed it will be distributed to all of our members so that they have the opportunity to bid.

Research - Marci discussed a CVB member wanting to do a survey of comparative perceptions among the members. Jerry Henry is going to be conducting this research and those that participate will receive a copy of the final results. Board approved.

Partnerships - TEAMS. Agreed to insert the pre-mailer in the registration packet as well for an additional printing cost of \$500. Discussed giveaways, staff shirts, Golf Package from Branson as grand prize. Andy

will send out update after Gov. Conf. Marci gave an overview of the TEAMS partnership with the Division of Tourism. Sam thanked Andy for jumping in to the process of spearheading this effort since Mike McAfee has left. Nice job Andy!

Legislative – Sam noted that it was a good legislative year with restoration of full funding for the Division and renewal of the sunset clause on HB188. Jim Divincen commented how instrumental Blaine Leutkemeyer was in securing full funding with the legislature and the governor. There will be a survey coming out to identify the legislators in each member's area. This will be put into a spreadsheet so that it may be used when specific tourism related issues arise. Andy mentioned the welcome/introduction letter that has been developed to be sent to any freshman legislators.

Ross discussed the federal legislation (H2BB VISA) regarding temporary foreign workers. SB988 and HB1483. This legislation allows only 62,000 new foreign workers to come per year. In the past the legislation has allowed "returning" workers to not be counted in the 62,000 cap. This legislation expires in 5 days and it is a critical issue for Branson and Lake of the Ozarks. A Branson delegation met with the MO legislators in DC and received their report. All members are encouraged to contact the federal delegation and express their support as well

New Business

Missouri Division of Tourism Budget- Jim Divincin discussed the MDT FY08 budget. Majority of increase goes to marketing. MDT has resurrected the Research Committee. Anyone interested in serving should contact Jim. Discussed sending the budget detail and back up to anyone interested. Recommended Jim send one copy to MACVB to post on internal MACVB website. Andy to follow-up. There are some categories that should have detailed back up like research. Tracy Kimberlin would like to see where the research budget is as a line item and encouraged further break down in the budget. It was noted that this is a GREAT start to open up information regarding the budget of the Division and has never happened before. Way to go Jim! Jim said that if anyone wants further breakdown they just need to e-mail him and he will provide it. We will post the budget on the protected portion of our site/.

Annual meeting - reminded everyone it will be the first weekend in June, Sun.-Tues. at the Sheraton in Maryland Heights.

Bylaws - Reviewed some of the recommended changes. Marci will post on the MACVB website with the recommended changes highlighted. Goal is to review for February vote, or if needed, approve the fiscal year change in February and the rest at the annual meeting. It was recommended that Marci develop a letter that would explain the change of process in billing dues resulting from this change. The members would receive one invoice for the remaining six months of the fiscal year affected by the change, then another invoice shortly before January for the full upcoming year. Motion by Tracy, second by Andy to approve membership as listed in the 07-08 directories. Motion passed.

Membership Directory- Marci distributed new MACVB Membership Directories. Twenty five will be sent to each bureau and to the state welcome centers. They will be available for distribution at NTA and the Governor's Conference as well. Of course, the moment something is printed it is out of date and Marci reminded everyone that the most complete, up to date list of members and contact information is on our web site www.macvb.org

Board Approval of Members – It was noted that we have had a number of new bureau members that have not been voted on, as outlined in our bylaws. Tracy Kimberlin moved to approve all of the members listed in the new directory. Andy Thiem seconded the motion. The motion passed.

Discussed Board Liability policy and costs. Sam wants to review the process and needs a little more and make a recommendation at a later date.

NTA - discussed the lanyards, icebreaker tickets, booth volunteer and itineraries. MACVB is making a \$3,000 investment in sponsorship for the event, similar to the sponsorship we made when it was in St. Louis. Anyone interested in attending the icebreaker should send their names to Marci and we will do a

drawing for the 6 slots available.

Website –We reviewed the proposal for upgrades, from Becraft Design, of \$4,300 to website. Discussed regions and agreed with the recommendation of Amy and Beau to stay with the same five the state uses. Marci commented that the proposed changes are very exciting and will allow each individual entity to enter and update their own information. It will also incorporate a search function, new look, a members blog and many other items. Amy motioned to approve the expenditure and Andy seconded the motion. Motion passed with Tracy abstaining due to conflict of employer/employee relationship.

Nominating committee will need to be formed to start on officer slate for 08-10. Anyone interested should contact Sam Allen.

Sam mentioned and congratulated Marci regarding her appointment to the Missouri Tourism Commission and indicated that the executive board has finalized her contract for the next two years.

Motion by Andy, second by Tracy to adjourn. We're done!