

MACVB Small Market Committee Meeting
August 15, 2006
Westport Conference center

Members present: Cape Girardeau, Chillicothe, Clinton, Hermann, Maryland Heights, Pulaski County, Rolla, Sikeston-Miner, Washington.

Discussion was held on the receptive reception and postponing until November 14th when the Hilton felt comfortable they would be open. They expect to be open by 11/1. Everyone agreed to have Andy check with a few receptives on their availability for that date. If they are okay with it, then the reception would be the 14th. The committee adopted the following timeline;

8/31 - DMO registrations go out

9/15 - DMO RSVPs due

9/15-29 - Follow up with all non-responsive DMOs

9/29 - All DMO registrations due

10/13 - Receptive invitations sent

10/27 - Receptive RSVPs due

11/3 - Second Mailing - reminder to Receptives

(Since the meeting, receptives expressed some concern that invitations are too late in mid October. Through e-mail the committee has agreed to send them out in late September, pending creative development of the logo.)

11/3 Food and Beverage menus determined.

Cost is \$500 per DMO. Fees include 8x10 space, admission for 3 people, inclusion in the master profile book, participant listing and inclusion on the website link. Additional people may be added for \$100 per person. The reception will be from 4:30 -7:30 pm with set up beginning at 11:00 am. Andy to try and find a room block of 20 rooms that is less than the Hilton rate.

Mark gave an update on the branding program. He already has two bids to create a logo, mock ad and webpage. The committee agreed to go with the lowest bid, \$1,000 and pay for the creative from the registration fees. "Hidden Gems of Missouri" is the concept that they are to work from.

Discussion was held regarding co-op advertising opportunities. Branded programs means using the "Hidden Gems of Missouri" and unbranded programs mean each DMO would use their own brand/logo. Some considerations discussed were print ads, receptive receptions and tradeshows/marketplaces. There was also discussion of applying for MDT co-op funds in Statewide, Leisure or Small Project classes. Will need to coordinate with Marci on what other projects MACVB might have slated for co-op. Plan for FY 09 for co-op. Discussed putting a branded ad in the major DMO visitor guides. Mark will check with MDT on possibly co-op those ads in the future. Andy will check with MVP for 08, Amy will check with KC, Karen will check with STL, Jim will check with Lake of the Ozarks, Pansy will check with Branson and Chuck will get information from MO Press and IL Press. The committee unanimously agreed for each DMO to contribute \$1,000 to a joint marketing fund for 2007 for branded programs, pending approval from the MACVB executive committee. Once the specific programs are identified, a commitment form will be sent to all small market DMOs for participation.

Discussion was held regarding the existing dues structure. The dues, as a percentage of budget are considerably higher for smaller markets. Discussion was held and the committee agreed the smaller markets might benefit from restructuring the dues and adding a new budget category between 100,000 and 499,000. Andy is to send a request to Sam to review the dues structure.

The next meeting will be during the Governor's Conference. Andy to send some options to committee for review.