

Missouri Association of Convention & Visitor Bureaus
Board Meeting
September 14, 2004

Present: Amy Supple, Sam Allen, Stephanie Roush, Andy Thiem, Deborah Marshall, Meg Morris, Chuck Martin, Kim Lenox, Louie Lichtenberg, Beth Allin, Alan Carr, Joe Donnelly, Mike McAfee, Cathy Rahe, Ross Summers, Renee Graham, Ronda Mertens, Jill Raines, Teresa Gilliam, Marci Bennett, Pansy Glenn, Diane Giacometto, Scott Reeter, John Robinson, Bob Smith, Connie Washington, Raeanne Presley

President, Stephanie Roush, opened the meeting and welcomed all members and guests. Introductions followed.

Mike McAfee moved and Pansy Glenn seconded a motion approving the meeting minutes from the July 21, 2004 meeting. Motion passed.

The treasurer's report was given and Kathy Rahe moved for approval with a second from Pansy Glenn. Motion passed. Presented were the current P&L, Balance Sheet and Income/Liabilities for the year. Stephanie asked if any of our members had not renewed. Marci reported that the only member not renewing is Platte County CVB. Amy asked if all members had taken advantage of the DMOU seminar offer. Marci reported that many had not and the final date to order them is September 15th tomorrow. She noted that she has the forms for those that still want to participate.

Stephanie Roush presented the budget for next year and reviewed the proposed income and expenses. Ross moved to add \$2,500 to the budget for legislative purposes, above and beyond the commitment to Capitol Days for Tourism. Sam seconded the motion. Motion passed. Teresa Gilliam moved to approve the proposed budget with the amendment. Ross Summers seconded the motion. Motion passed.

Marci gave the Directors Report. The new membership directories were distributed. Marci noted that she would be working with our CPA to prepare an audit for fiscal 2004.

Stephanie encouraged each member to get involved with one of the five committees (Education, Legislative, Membership, Small Markets and Research/Marketing). She stressed that input from our members, in these committees is invaluable.

Amy Supple, Chair of Education Committee noted that our Annual Meeting would be June 5-7th at the Chateau on the Lake in Branson. She and Marci are beginning work on planning the conference and welcome input from members on topics to be presented. Amy also stressed the importance of signing up for the DMOU seminar tapes and pointed out that this benefit alone, exceeds the amount of dues paid by most members.

Andy Thiem, Chair of Small Markets Committee, reported that they had a good discussion at the last annual meeting and would like to continue with this dialogue. They defined "small markets" as DMO's with a budget of \$500,000 or less. One of their goals is to grow our membership in this category and will work with the Membership Committee on this. They want to enhance the opportunities for the smaller DMO's to gain tools and knowledge through sharing common experiences and practices. Another goal is to investigate any cost savings for small bureaus that could be realized through contracting for healthcare benefits and computer programs for lead tracking as a group.

Legislative Committee Chair, Sam Allen reported that MACVB would work with MTC to arrange meetings with the Lt. Gov and Governor candidates. It is his belief that a small group, one on one, with the candidates would be most effective in stressing the importance of continued investment in tourism marketing to the individuals. Joe Donnelly reported that MTC was working on this issue as well as looking at school opening dates. Stephanie noted that the best legislative efforts we make are those with each of our own legislators in our own districts. With the breadth of our membership we cover most of the state. She offered her assistance to anyone who feels uncomfortable contacting his or her legislators.

Teresa Gilliam, Chair of the Membership Committee, presented a draft of a membership brochure. This brochure expanded the portion outlining benefits of membership. Ronda Mertens is going to review the Allied Member benefits and make a recommendation back to Teresa. The Bowling Green CVB was welcomed as a new member.

Chuck Martin, Chair of Research and Marketing Committee, reported that the committee would like to pull together a program, possibly through e-mail, to look at business trending across the state. He noted that we have budgeted to conduct the Comparative Financial Study next year and asked for input from the members. Andy noted that the past surveys had too broad of budget categories for them to be extremely useful for the smaller bureaus. He also noted that the only members who should have access to the final study should be those who actually participated.

John Robinson gave an update on the Division of Tourism's activities

Meeting adjourned.