

**Missouri Association of CVB's  
Board Meeting  
October 11, 2005  
Springfield, Missouri**

**Present: Mike McAfee-Joplin CVB, Ross Summers-Branson CVB, Amy Supple-Chillicothe CVB, Annette Ray-Sedalia CVB, Joel Pottinger-Lake Ozark CVB, Diane Giacoletto-St. Louis CVC, Sherri Cliffe-Family Attractions Card, Stacy Bartlett-KCCVA, Chuck Martin-Cape Girardeau CVB, Pansy Glenn-Sikeston-Miner CVB, Jill Raines-KCCVA, Andy Thiem-Pulaski County CVB, Lorah Steiner-Columbia CVB, John Robinson-MDT, Beth Wiles-Pulaski County CVB, Jim Divince-LakeOzark\, Raeanne Presley-MDT, Bob Smith-MDT, Eric Feltner-Lt. Gov Office, Robert Snook-Ozark Main Street, Cameo Harrington-Joplin CVB, David Brazeal-Learfield Communications, Greg Jones-Group Tour Magazine, Adam Brown-Jeff City CVB, Jim Hampton-Collinson Publishing, Jill Johnson-Jeff City CVB, Scott Reeter-Mizzou Magazine, Kim Lenox-MMG Worldwide, Beth Allin-MMG Worldwide, Jessica Taveau-MMG Worldwide, Louie Lichatenberg-MMG Worldwide, Gary Figgins-MTC, Robert Bretz-Cuba MO Chamber, Joe Levant-Mt Vernon Chamber, Karen Krispin-Maryland Heights CVB, Marci Bennett-St. Joseph CVB, Stephanie Roush-Independence Tourism Office, Sam Allen-Lebanon CVB**

**President Stephanie Roush opened the meeting with introductions**

**Approved the minutes of August 30, 2005 Board Retreat. Motion by Sam Allen, second Amy Supple**

**Approved the financial statements noting that a \$50,000 CD is being purchased to clear cash from checking accounts. Motion by Ross Summer, second Diane Giacoletto.**

**Committee Reports – Legislative**

**Sam Allen presented the legislative update noting that there is some type of disconnect within the Governor's office as it relates to tourism funding. He also noted that we must keep in mind that the current funding formula sunsets in 2010 and we should not wait until the last minute to begin formulating a plan to extend it. Sam said that in meetings with the Chair of the Tourism Commission it was suggested that the "message" be retooled and focus on jobs and infrastructure created by tourism.**

**Marci reported on the presentation that was given at the Pennsylvania Association of CVB's annual meeting. John Groh from the Rockford Illinois CVB presented a program that the Illinois tourism industry developed and successfully implemented**

with their governor and legislature to increase state tourism funding. He will be invited to present the program at the MACVB Annual Meeting in June, 2006.

Jill Rains suggested we revisit the 1 in 14 campaign that was used a number of years ago. Tracy pointed out that even if many of the jobs created are relatively low paying we need to point out that a great number of people holding those jobs are putting themselves through school...as many of us did. This would focus on education. Tracy suggested that we ask Jerry Henry if there is a way to find out the number of tourism jobs which are held by students.

Stephanie recommended that the legislative committee put together a plan, research the message, and develop a budget. Tracy said we need to target key leaders and influencers like Ken McClure in the Gov.'s office. John Robinson stated that he felt it was the Director's responsibility to ask for full funding in the budget request...restoring the core. That way "we are following the law."

Joel Pottinger asked that a one page sheet of talking points be developed so that we are all saying the same thing to our legislators. Tracy suggested we research how much gas tax is generated by out of state people and use that figure to get MODOT as an ally.

Joel reported on the uniform school start date that is being crafted for next session. It will be introduced by Rod Jetton. Stephanie asked Ross and Joel to develop some simple talking points on the issue so that everyone is informed and saying the same thing.

#### **Committee Reports – Education**

Amy reported that plans for the Annual Meeting are going well. It will be June 4-6, 2006 at the Chateau on the Lake in Branson. She noted that there is interest from a group of CVB's from Arkansas to join us. The 2007 and 2008 Annual meeting will be in St. Louis and Amy and her committee will be doing a site inspection soon.

#### **Committee Reports – Research**

Chuck Martin reported that the Comparative Financial Survey is complete and is on line in the Members Only section of the MACVB web site. Lorah Steiner mentioned that she has comparative information on the CVB's of the Big 12 and asked that it be posted as well.

#### **Committee Reports – Membership**

Ronda Mertens reported that at the June meeting they held a round table discussion with the Allied Members to come up with ideas on what added benefits MACVB can provide. The Allied Members voted to increase their member dues from \$1500 per year to \$1750 so that no one is asked to do additional sponsorships at the Annual

**Meeting.** They also agreed that if a current allied member recruits a new allied member, their membership dues would remain at \$1500 for the next year.

#### **Committee Reports – Small Markets**

**Andy reported that the small markets group has been meeting and very productive. They have developed, with Jerry Henry, some generic templates for Visitor Profile Studies and Ad Conversion Studies. These are posted on the web site. They are also looking into group health insurance and developing a Receptive Reception to large communities.**

**Stephanie thanked the committees for all of their hard work and encouraged ALL members to join a committee.**

**Meeting Adjourned**