

MACVB Board Meeting
August 30, 2005
Columbia, Missouri

Members present: Ross Mummers, Andy Thiem, Eric Feltner, Sam Allen, Marci Bennett, Stephanie Roush, Joel Pottinger, Chuck Martin, Beau Hicks, Mike McAfee, Teresa Gilliam, Amy Supple, Tracy Kimberlin, Kim Lenox, Jessica Taveau, Scott Reeter, Karen Krispin, Diane Giadoletto, Sherri Cliffe, Ronda Mertens, Rick Hughes, John Robinson, Jim Grebing, Mark Wessels, Lorah Steiner, Jill Johnson.

Welcome and Introductions – Stephanie
Overview of the process today

Minutes from June 6th – motion Teresa, second Chuck, Approved

Financials – Ross summarize Motion Andy, Second Sam, Approved

Before we move on, Steph, discussion about devastation with the hurricane in the south. What can we do to help? Marci to find out Alabama, LA, Mississippi, \$1,000 each. Move by Joel, second by Andy, Passed. Focused on the areas that need the most help, challenge other state associations. Do a media release through IACVB and then do one for our members with quotes that they can send out locally. Each CVB can add to it and include that in the press release.

Education Committee: Amy Supple. TTRA scholarship \$100 per bureau to defray expenses. Get information on whether you want to attend to Marci prior to Sept. 16th and one check will be cut to TTRA.

Education conference – do we want to move around? Mike and Teresa yes. Marci comment two-year is best in one place from a planning perspective.. Ask for speaker info. Tracy comment doesn't cover convention well. Maybe different tracks. Tracy suggests meeting planner panel with MPI members, etc. Joel feels might boost attendance because they do not send their sales people. Tracy, notice the difference in profit on annual meeting.

Amy-last year offered DMOU and all were pleased. Do we want to do CDME and/or Sales Academy next year? Working on getting a CDME in conjunction with annual meeting. Sales academy? Do we bring in sales academy II? The education committee will send an e-mail to each member asking for who would be interested and ask for a firm commitment – Amy send out e-mail. Teresa asks for clarification on CDME and Sales Academy for the new folks to the group. Amy explained Sales Academy. Tracy got his CDME and explained the program. Recognize Rick as new board member of IACVB. Stephanie – will be hearing from us about courses that will be offered.

Membership -Teresa went over spreadsheet of information gathered relative to tradeshow to coop. (Name those that have responded) We will load the spreadsheet on Internet and send e-mail to members to click on their own to indicate what they attend and then will contact MDT to see what role they can play.

Small markets – Andy – Thanks to Karen for all her help. Andy noted that this is not an exclusive group They have arbitrarily chosen \$500,000 and less in budget size to target, but all members are encouraged to attend. Next meeting is in Maryland Heights next month. First meeting was strategic. They talked about coop marketing, marketing alliance, providing health and dental insurance and creating some templates for small market research projects? Andy was pleased that it was an open and honest process. Any market is welcome to attend. They have found a national healthcare association that is willing to provide coverage for CVB's – all members will be receiving information about this. Please respond if it is feasible for your bureau to join the plan. They need 50 individuals to get the price break. Will have two responses available. Yes or maybe. Open to members, spouses and dependents. It'll be a cafeteria plan type. United Health Care is the company. In the small market meeting they also talked about purchasing the rights to boilerplate templates for research-will really help small market's obtain research. The Executive Committee has approved moving forward with funding the template creation for approximately \$1,500.

Each individual bureau will still have to pay for extrapolation of data. Andy talked about providing an administrator for the program. Our current Ed is maxed out for this function. Let Andy know if you would like to take on this as a revenue generator for your organization. Steph commended the small market committee for all of their work and plans. Will run the research past the Division so that we can gather similar information

Research – Chuck...Out of 27 members, 19 have responded to the financial survey that was sent out. Please do respond if you have not. The results will be provided to those people who responded and not to the rest. Chuck provided overview of what the project goals are.

Allied Members – Ronda – Ronda happy to announce to our allied members that are here that exec committee approved most of the recommendations. 11 out of 15 allied members were at the meeting in June. A few changes. Two people can attend and can have two additional at the non-member rate for the annual conference. A challenge has been issued to allied members. If they bring in a new member in to the organization their dues will be \$1,500 instead of the new rate of \$1,700. Establishing a level playing field and same recognition for all allied members is the goal.

Sam – legislative – brief overview the things we need to do to help tourism grow, educating our legislators, be involved with helping where we can. Big issue is what do you (MDT) want us to do and when do we get started? Sam noted that we need to begin strategizing for the extension of the sunset on HB188 which is coming up soon.

Marci discuss the state association meeting at IACVB

Rick spoke about the IACVB Board initiative about accreditation for CVB's. He is heading the committee for IACVB. John Robinson noted that you need to have believability and there should be some type of conformity. It appears that obtaining official accreditation would be a two year process and cost \$2,000 or so.

Break

Tracy – Golf at Gov's conference. Tracy thanks everyone for helping with the golf tournament. There will be 2-\$20,000 hole in ones, etc. Lots of great prizes and fun tournaments. It will be held at the Springfield Golf and CC on the NW corner of I-44 and 65. Noon start time. It's a 4 person scramble and they will be selling mulligans, of course. MACVB is sponsoring the Putting contest...need to figure out manning the hole and providing the prizes. Need 6 volunteers to cover the two holes. Proceeds go to scholarships at MSU in the hospitality program. Should clear over \$3,000. USA 800 is title sponsor. Madden Pre Print/Legacy Dimensions are sponsoring the bev cart.

Moved into strategic planning and Stephanie gave an overview of the process. First thing to think about is: What are the challenges that are facing you in tourism or your organization over the next 5 years? Internal and/or External. Split into groups and used 15 minutes.

GROUPS and compiling of lists occurred next. Prioritization of issues.

Raeanne Presely, Chair of the Missouri Tourism Commission gave a report on the current issues facing the Division of Touris. Budget woes are top of the list. There are behind the scenes efforts going on with legislators, etc. She has been told that Tourism's message is stale. This information comes from someone that she respects lots. How does the message lay at the state level? Raeanne is worried that the industry's message is missing the voice of lots of influential owners, etc. that don't see their role in Jeff City. Where are the owners of the big restaurants in St. Louis, the influential hotel owners at those events? Where are your board members and board chairs at events in Jeff City? She encourages working with the MO Chamber of Commerce to help us involve more owners and more influential people on our boards to bring the into the fold and have their voices heard on a state level.. Also close to the top of the list of issues is consideration of the Public/Private model. Other states are getting smarter with whom they bond with and partner with and we're at a disadvantage. Worthwhile conversation to work with. She also feels we need

to take a hard look at how the visitors are going to get travel information in the future and how we can stay ahead of the curve..

Eric Feltner gave an overview of the funding situation and the climate in Jeff City. Revenues to the state are up from last year. Showing a 3% increase through June. \$200 million more is coming in over last year. GOV will have supplemental budget in Jan, problem is most will need to go to Medicaid even though there is a reduction of folks on the rolls. Medicaid and education will get the lions share of any additional revenue. Can't imagine that it would go further down with divisions office since they took biggest cut for a division 25%. Lt. Gov is working with Gov's office to see if there is any opportunity to regain supplemental revenue for MDT. Get your legislators to communicate with the Gov's office. Succinct ROI that is believable is what is most needed.. Critical time between now and Jan. Lt. Gov. will be talking with Governor, but they have to get it from everywhere. Between now and November encourage your legislators to communicate to the Gov.'s office.

Strategic Plan

Top Issues Identified:

Top Five:

- 1) Funding Sources-product development and revenue enhancement at state level. On local level identify best practices from the industry, also outside of Missouri. Make best practices available. Identify MACVB members, who are doing a good job of producing outside revenue streams, develop how to educational sessions in annual conference – not report – but how to.
- 2) Measurement and Communication of ROI – identifying standards for CVB's and develop reporting system, Shifting ROI to other forms, Convincing and changing mind set needs to start at local business, check on other models like TTRA, Universities, other states. Communicate from local business leaders to the legislature that tourism is good economic development. Establish a standardized reporting (Market Research).
- 3) Regional Partnerships and leverage – Core strategic objective for the organization. Commission, bordering states, other associations, etc. (Go to sheet – green)
- 4) Moving focus from Destination Advertising to Destination Development-help leverage opportunities from suppliers, work with state to develop a tradeshow plan, take leadership role in coordinating efforts of MDT MMG, MTC, MHLA etc. Communicate, Share media plans, help coordinate regional marketing efforts, templates, etc. (many similarities with #3).
- 5) Coordination of Marketing Efforts

Trying to be an assoc. that really tries to address the needs of our members. Plan for the next 5 years.

Think of the things you put down for opportunities for the next 5 years. If had asked 5 years ago would the list be the same? Are you moving ahead as a dept or are you saying the same things? If they are the same you are not thinking hard enough and working hard enough to move your departments ahead.

Again prioritized goals and then adjourned.