



**MISSISSIPPI VALLEY PARTNERS**

**MVP BOARD MEETING**

**May 25, 2004 @Eagles Nest Coffee House - Wabasha**

Meeting opened by President Sheronne Mulry. Other members present were Larry Hovde, Diana Schmidt, James Grandy, Judy Wilder and Kaz Roslik. Herdie Baisden was absent.

Treasurer's Report was presented. The Checking account had \$250.86 as of April 30, 2004 and the Money Market account had \$5,852.67 for the same period. The Birding Festival Checking account had \$1,518.19 as of April 30<sup>th</sup> and the Birding Money Market account had \$509.39. Larry reported there was an outstanding bill to CTM for the brochure displays for \$1,200. Sheronne will confirm whether their contract is from May to August or June to September, since we didn't get the Travel Planners to them as soon as anticipated. The Treasurer's Report was approved as submitted.

Secretary's Report was reviewed. Sheronne moved and Larry seconded - Minutes approved.

Website Activity Report - Voila has indicated they will 'turn on' the Webstats as of June 1<sup>st</sup>. The cost is \$19.99 per month plus a \$20.00 one time set up fee. Sheronne will check to see if they are able to lower their price at all to match Danny's price.

Marketing - The Committee will be meeting now that Birding is done to begin review of the Marketing Plan. The other items on their agenda are to review the Explore MN Newspaper Ad costs. MVP will need to make a decision on the Fall Issue ASAP. Sheronne will check with Herdie and report back on the Grand Excursion Banner Update and the specs/wording used.

Membership Committee - The Community Books are still being worked on. Alma's book is complete and has been delivered to Pepin. Maiden Rock's book is complete and will be delivered. Nelson is complete. Wabasha is still being worked on. The Pepin Welcome Center will be open on Saturdays and Sundays beginning June 1<sup>st</sup>.

Sheronne announced that Barb Koeller from the Red Wing CVB will be done at the CVB at the end of July and has agreed to be the MVP Town Captain for Red Wing beginning in August.

Garden Committee - Sheronne announced the brochure is now a 4-fold brochure (instead of a tri-fold). She expects it to be completed and printed shortly - in the first part of June. The web site information for the gardens will be available in June also. Lake City and Pepin's gardens are still in the works. Nelson's garden sign has been put up.

Birding Committee - The Follow Up meeting is still to take place, after all the final numbers have been received. There have been many new ideas this year and they are still coming in. One of the most requested items was Online Registration. The Birding Committee plans to put this in place next year.

85-Mile Garage Sale - No report.

Travel Planners - Larry will contact Metro Distribution (for the 4<sup>th</sup> time) and request our distribution numbers. He will report back as soon as he has the information. Sheronne reminded everyone to that the Travel Planner posters are still available for sale for \$2.00.

We need to get as many of these sold by Grand Excursion as possible.

There was a \$1,000 Website bill received from Voila. Sheronne will review.

Other Business - Larry noted that had transferred \$200 from the Birding account to the general MVP account. He thought this was for work that MVP had done for Birding. Sheronne indicated that Karl Larson's bill for the Birding website setup was to be \$200. This will be paid from Birding. Larry will transfer back the \$200 to the Birding account.

We will try to begin having a 'white' board at all membership meetings for people to write the Around the Lake items on. This should help shorten the time frame that these items sometimes take up.

The meeting was adjourned. The next membership meeting will be May 2nd at Indigo Properties in Red Wing and the next Board Meeting will be June 29<sup>th</sup> at 9:00am at the Eagle's Nest Coffee House.