

MISSISSIPPI VALLEY PARTNERS

Maiden Rock Applies
Stockholm, WI August 4, 2004

Past President Herdie Baisden opened the meeting with approximately 15 members present.

TREASURER'S REPORT - Larry presented the Treasurer's Report as of June 31st. The checking account had a balance of \$65.90 and the Money Market account had \$1,863.24. The Birding checking account had a balance of \$5,126.12 for the same period of time. Treasurer's report was approved as presented.

SECRETARY'S REPORT - Secretary's report was reviewed and approved.

85 MILE GARAGE SALE - Next year's dates will be May 6, 7, 8, 2005. It was noted that Mother's Day is on May 8th next year. The Garage Sale Committee did not feel this would be a conflict with having the Sale the same weekend.

BIRDING -

GARDEN -

MARKETING COMMITTEE - Shirley Stuart from Experience Works spoke to the membership regarding their programs. Experience Works is a non-profit organization for people 55 and older. She indicated many of their clients work in information centers. They may be paid minimum wage from Experience Works and average about 22 hours per week. At the end of the season, the town/city may hire the individual for permanent employment. Seasonal work is okay as long as the client agrees to it, and is actively looking for permanent unsubsidized employment.

We also had Terry Wolfe from Itineraries Minnesota speak to us regarding their group travel program. They have 2 publications - one is TravelHost and covers the hotels and motels in all of southern Minnesota. Because our Wisconsin communities border Minnesota, they would also be included. The other publication is the Itineraries Minnesota publication. Terry sent around some samples of each publication. The publication goes out 3 times a year to approximately 10,000 group travel people - about 25% Tour Groups, 30% Banks, Credit Unions, 25% Travel Agencies and 10% Associations. The most requested items are Lodging, Food and Attractions, in that order. They also do 2 Travel Expos per year.

Barb Koeller from Voila Media Group also spoke to the membership.

MEMBERSHIP - Membership and attendance are critical items for MVP. We will be having another Membership Drive. Herdie will be looking at ideas to increase attendance and excitement for the meetings.

WEBSITE ACTIVITY - Larry presented the webstats report. Total hits were up at 906.7 for July. General events and Calendar received an increased number of hits.

TOLL-FREE - Mary Ann reported that she sent out 30 individual Planners in July, along with 130 to Prairie du Chien Travel Center, 50 to Worthington's Travel Information Center and 250 to the Dresbach Travel Information Center.

TRAVEL PLANNERS - Dave Speedling reminded MVP that we need to follow up on the Rochester distribution of the Travel Planners. Colleen from Bogus Creek, Bill & Carol Moore and Dianne Heike agreed to assist with the effort. Diana will send them the list of Distribution spots. Sheronne is expecting information from CTM regarding our distribution so far and will let everyone know when she receives it.

AROUND THE LAKE -

The next MVP meeting will be September 1st at Frontenac State Park at 7:00pm.