

## MISSISSIPPI VALLEY PARTNERS

Lark Toys  
Kellogg, MN October 6, 2004

President Sheronne Mulry opened the meeting at 7:15 pm.

TREASURER'S REPORT - Larry presented the Treasurer's Report as of September. The checking account had a balance of \$3,232 and the Money Market account had \$1,066. The Birding checking account had a balance of approximately \$5,000 for the same period of time. Jim Grandy made a motion and Harry Roberts seconded. The Treasurer's Report was approved as presented.

Larry also reported that we currently had 64 members paid. Last year, we had a total of 146 members. September 1<sup>st</sup> was the start of our fiscal year.

SECRETARY'S REPORT - Secretary's report was reviewed. No corrections were noted. Bill made a motion and Carole Moore seconded. The minutes were approved.

85 MILE GARAGE SALE - Next year's dates will be May 6, 7, 8, 2005.

BIRDING - 2005 Festival up in the air.

GARDEN - The Minneapolis Home & Garden Show will be in February or March. MVP should look to promote the MVP Gardens.

MARKETING COMMITTEE - Donna Krebsbach has manned the Pepin Visitor Center for the past 2 weekends. She stated it has had about 60 people per day. Based on this information, Mary DeRoos made a motion and Jim Grandy seconded to pay Donna to continue to man the Center on weekends.

MEMBERSHIP - The Special Meeting to discuss the possibility of Winona joining the MVP membership was held on September 29<sup>th</sup>. At this meeting, it was determined a vote would be taken. Kelly Larsen made a motion and Carolyn Klees seconded to open the MVP boundaries to include Winona in the Travel Guide. The motion was amended by Bill and seconded by Kathy to allow Winona membership to MVP. The vote was 5 no to 8 yes to allow Winona MVP membership. This will be effective immediately.

WEBSITE ACTIVITY -

TOLL-FREE -

TRAVEL PLANNERS - 3 RFP responses for next year's Travel Planner were discussed. ECM Publishers out of Princeton was the 1<sup>st</sup> one. They do 30 newspapers, specialty publications and have a sales staff. Their bid did not include any way for MVP to break even with ad sales alone and, as such, the cost to MVP would be between \$25,000 - \$45,000, depending on sales.

The 2<sup>nd</sup> proposal was from Rivertown Publishing and left some dollar exposure to MVP if the ad sales goals were not met. Midwest Getaway had the final proposal. MVP wants to make sure we would own all the files and editorials, not the publisher. We also discussed the drop locations and the possibility of having Metro help with distribution. Mary DeRoos moved and Carol seconded to have the Board look over the proposals. The motion was amended to have the Board make the decision regarding the publisher and to notify the membership by email.

Itineraries Minnesota brought a proposal for MVP to look at regarding advertising in their Explore Southern Minnesota 2005 Guide. A question was asked as to whether MVP can get on the Explore MN website. No decision was made regarding the ad.

AROUND THE LAKE -

In Other Business MVP discussed the need for a Planning Session to discuss future meetings and strategic planning. Dan Fedie made a motion to adjourn the meeting and Bea seconded. Meeting was adjourned.