

MISSISSIPPI VALLEY PARTNERS

AmericInn Lake City
Lake City, MN November 3, 2004

President Sheronne Mulry opened the meeting at 7:10 p.m.

TREASURER'S REPORT - Larry presented the Treasurer's Report as of October. The checking account had a balance of \$7,236 and the Money Market account had \$1,066. The Birding checking account had a balance of approximately \$1,126 and the Birding Money Market had \$4,000 for the same period of time. Harry Roberts made a motion and Greg Marn seconded. The Treasurer's Report was approved as presented.

Larry also reported that we currently had 93 members paid. Last year, we had a total of 146 members. September 1st was the start of our fiscal year.

SECRETARY'S REPORT - Secretary's report was reviewed. No corrections were noted. Jim Grandy made a motion and Lori seconded. The minutes were approved.

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

BIRDING - The Festival has been postponed for 2005. The Birding Committee is currently waiting for a response from Red Wing and Winona. They will draft a statement to be put on the website.

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

MARKETING COMMITTEE - We discussed having a Strategic Planning meeting in January, since there is no regular meeting. The Board will review issues. All members are encouraged to submit any suggestions they have. We will also be reviewing the Study that MVP already has from the past.

MEMBERSHIP - Pat Mutter from the Winona CVB is working the Winona area for membership with press releases and newsletters. Sheronne will be making a presentation with Pat to a group in downtown Winona. MVP needs all the Town Captains to assist with the membership drive. Kathy Silverthorn from the Red Wing VCB is working Red Wing.

There were some questions regarding the decision to allow Winona to be a member of MVP. There were a small number of members present for the vote meeting. Mary DeRoos questioned the process by which the decision was made. The Board will review at their next meeting to clarify any issues anyone has.

WEBSITE ACTIVITY - Larry presented the website report through October 2004. Total hits were down which is to be expected after summer ends. Total visits were comparable to September. Eagles and Birding were up significantly for October.

TOLL-FREE -

TRAVEL PLANNERS - The deadline for Travel Planner Ads is December 15th. There was a misprint originally, so help make everyone aware of the current deadline. Dues must be current to place an ad. The ad price has increased over last year. We receive TV ad coverage with Full-Color ads available. Sheronne reiterated that 3 proposals were reviewed and Midwest was chosen. The Travel Planners will be distributed January 15th.

Sheronne requested input on a new Travel Planner Distribution company. We need a company that will provide distribution statistics (unlike Metro). Some names mentioned were VCN, ACN and CityWide (Rochester).

AROUND THE LAKE - The Lake City Chamber Director has moved to American Bank of Lake City. The Lake Aire Motel is selling out. The Lake Pepin Apple House is being converted to condos.

Herdie made a motion to adjourn the meeting and Harry seconded. Meeting was adjourned.