

MISSISSIPPI VALLEY PARTNERS

Rivertown Publishing

Red Wing February 5, 2003

Meeting was opened by President Dave Speedling with about 30 members present. New members included Karry Goggins, Great River Greenhouse at Bay City; Dan and Elaine Miller of Wabasha Motel; Sue Mundy of Wabasha Chamber.

GRAND EXCURSION 2004: next meeting is in Dubuque and we should have every town represented. MVP needs to get going if we are going to have a project. Bob Musil sent word via Mary DeRoos that Red Wing has \$5,000 seed money and will do a promo about the 13 communities. A company has been contacted. They will get a brand name, put a master calendar on the web, and have photos of every area and all events. This is outside of individual city activity. It will cover from Jan 1 to the end of 2004. Wayne Nelson had not heard about this. Dave thought anyone, including non-MVP members, would be involved. Wayne said one possibility is to be remembered in the future. The majority were interested. A sign-up sheet was passed around for anyone who wanted to be contacted for meetings.

TREASURER'S REPORT: \$200 has been put in a special account for the birding festival. We have 141 members now, compared to 118 last year at this time. The website has been updated.

BIRDING FESTIVAL: Headquarters will be at the Bluffview Elementary School in Lake City. Events will be Friday night thru Sunday. There will be a reception, trade show, seminars, eagle show. They have redone the booth and coupon flyer. Booth will be \$20 for members and \$50 for non-members. Coupons will be from both members and non-members. Deadlines for booths, coupons will be next months MVP meeting. Emails will be sent to all members. Wayne questioned registration only in MN. Mary said it had to be done because of the trade show. Each year the host will be a different community. Things necessary to host are parking facilities and security. Total budget is \$6k. Items covered are website, toll-free #, guides and printing, t-shirts, direct mailing and the reception.

MARKETING COMMITTEE: Everyone was mailed a copy of the marketing strategy. We need to find out how much money is available and then get matching grants. We have to go step-by-step. Also need to deal with town captains and discuss their duties.

MEMBERSHIP: Karry Goggins is on the committee. The committee wants to send a letter to new members. The Travel Planner has a membership application. Try to make new members more welcome.

GARDENS: Red Wing is working on one. GARAGE SALE: will be Fri Sat and Sun

TOLL FREE: Changeover will start Feb 7 or 10. Script will be used. Callers will be encouraged to use the Website. If they want more specific info they will be given a number and contact name. Lodging brochures will be sent. Can be more specific about major events such as 85-mile and birding fest. We will have 100 minutes for \$100. We can get rid of the local phone # which was about \$40/month. Callers will be asked if they want to be on our email and can get news if events.

TRAVEL PLANNER STORAGE: 60,000 went to Metro; 10 pallets to Herdie; 6 to Dan Fedie and the rest to Bushel and Peck. We need to know where anyone distributes and who that contact person is. We are leaving 6600 in Rochester area, plus 1000 at the Galleria, 1800 in Winona and LaCrosse, and 1000 at Dresbach. Judy Wilder takes them to Mayo Clinic. Anyone going to Mayo can take them and drop them in waiting rooms. Carry them with you in your vehicle and if you see a spot to leave them, do so. Metro does Stillwater, Hudson and Twin Cities. A distributing company owns sometimes racks and our planners will be tossed out.

WELCOME CENTER: Pepin did not have it open a lot this summer. We need to get books put together.

GOVERNOR'S CONFERENCE: Look at the info and use it some here. Maybe have "Look at the Future" discussion.

LOGO: Voted on the bridge logo or 85 miles of friends and 85 miles of friends won.

DUES: Larry motioned and Bea seconded to raise \$25 to businesses and \$5 to non-profits for 2004 year. All ayes.

ELECTIONS: President-Elect: Sherrone Mulry; Secretary: Diana Schmidt; Member-At-Large – One Year: Wayne Nelson; Member-At-Large – Two Years: Judy Wilder. All ayes.

New President Herdie Baisden took over meeting. He presented Dave with a check of appreciation.

2003 MEETING PLACES: March-Red Wing Bank, April-Lark Toys, May-American Bank Lake City, June-Hok-Si-La, July-Pepin, August-Maiden Rock Apples, September-Frontenac, October-Reads Landing, November-Red Wing, December-AmericInn of Wabasha.

TOWN CAPTAINS: Kellogg-Dave Speedling and Sara Kreofsy, Wabasha-Carolyn Klees, Reads Landing-Mary DeRoos, Camp LaCupolis-Bea Koch, Red Wing-Kelly Larson, Frontenac-Carol Montsebroten, Lake City-Open, Alma-Donna Krebsbach,

AROUND THE LAKE: Suggested having a white board at meeting on which to put info. Also email-send to Herdie and he will get to Dan. Dan will not accept from anyone except the President.

BIG THANK YOU TO TOM and BUNNY FOR HOSTING. Winners of door prizes were: Dan Miller, Dave Speedling, Kathy Emery, Wayne Nelson, Carol Nelson, Bea Koch, Carolyn Klees, Mary DeRoos and Allie Hager.

Secretary,
Allie Hager