

MISSISSIPPI VALLEY PARTNERS

Hobgoblin Music

Red Wing March 5, 2003

President Herdie Baisden opened meeting with about 25 members present. One prospective member was present, Bernice Hall, who owns a doll shop in Kellogg. One new member was present, Dori Haugen, a Board Member of the Stockholm Art Fair.

SECRETARYS REPORT was approved as presented.

TREASURER'S REPORT: Approx. \$10k in the bank. There has been an increase in the number of requests for mailings. Website hits were reviewed and individual hits & hits by country were noted. There was a question as to whether the guestbook is monitored & responded to.

MEMBERSHIP: The committee requested more members as they only had 2 active. There was discussion of a possible membership drive in May or June. Other ideas included having a rebate/discount on membership for volunteers and inviting one town captain to each meeting. The new member folder is being worked on.

MARKETING: Next meeting will be 3/14 at noon at the Pickle Factory. Bob Musil's Strategic document will be on the agenda.

GARDENING: 1/3 of the gardens are in for 85 miles of gardens. The issues include problems finding groups to maintain the gardens once they're in, the existing gardens must be added to and there isn't signage at the gardens. Sue Mundy will bring some designs to the next meeting. We discussed how to allocate funds or budget for these needs. Some ideas were to get donations from nurseries & possibly include a thank you to the sponsors in the next book, and to also utilize Master Gardeners for assistance. In those towns that do not have gardens, it may be possible to have the Garden Club designate their garden to the 85 miles of gardens.

BIRDING: The 2nd Annual Great Birding Festival is coming up May 9-11. Look under www.mississippi-river.org for more information. 115 letters have gone out & flyers have been distributed in MN, IA & WI. This year's festival will include a railroad trip, Backwater Birding trips & a presenter of Native American readings. They are looking for sponsors, in-kind services & t-shirts. Contact Kelly if interested, at 608-784-2992 or bkoop@audubon.com.

85-MILE GARAGE SALE: There will be an article in the upcoming issue of Midwest Living regarding the garage sale. The dates of the sale are May 2-4.

GRAND EXCURSION 2004: Report on the Dubuque conference – keep checking the website for updates – www.grandexcursion.com. Ticket sales will begin in June. There will be a booth at the WI Governor's Conference. It was suggested to have Town Captains update the individual town info on the website. Bob Musil spoke regarding his strategies document. The Marketing Committee will be working on specifics of the overall goal of promoting the 'Lake Pepin Loop'. These would include theming strategies, a 2004 calendar (email info to Bob right away) scavenger hunt, etc.

TOLL-FREE #: Allie has sent 16 Travel Planners out, with approximately ½ coming from Midwest Living. The local # is gone & we are saving \$47/month and also obtaining the free volunteer services of Allie. We discussed the issue of Email Access. It was generally agreed that access to members' emails was available to other members, but that personal emails could not go out under the MVP name.

TRAVEL PLANNER DISTRIBUTION: We are taking 3,000 to the WI Governor's Conference. Other shows include the NW Sports & Travel Show at the Minneapolis Convention Center, and possibly the IA Governor's conference. Dave and Shelly distributed 4,100 in Rochester and 6,000 in Wabasha. Carol Wiersma distributed 4,000 to Pierce County Partners in Tourism and 2,000 at various locations in Eau Claire. In Lake City, both Bushel & Peck & American Bank have flyers. We should distribute from Bushel & Peck first, because we are paying them a storage fee. Over 18,000 each have been distributed from storage at Dan's Pepin Marina and Maiden Rock Apples.

WELCOME CENTER: The Center in Pepin is now open. Donna took care of Nelson.

In Other Business, Paul Garry sent word he was resigning from the Southern MN Tourism Association. It was suggested that Sheronne Mulry was already a member & might be willing to serve double-duty.

Holly Slagel is interested in people who want to assist with the Great River Road on the MN side. Carolyn Klees, Gary Stiller, Donna & Dave Speedling are interested. Dave will set up the meeting.

Shirley Stiller of Experience Works has summer help available. Contact her at 715(?)565-2014.

AROUND THE LAKE: Dori Haugen discussed this year's Stockholm Art Fair. Wabasha mentioned their Soar with the Eagles on March 15th & 16th. Red Wing held its 1st Annual Eagle Spot 2 weeks ago & had a good turnout. Hobgoblin Music has some upcoming performances, i.e. Buffalo Gals & John McCutcheon. They also have their upstairs available for meetings/events. Maiden Rock has barn dances the 1st Friday in March & April. These are quirky, entertaining & a good time.

Motion was made & seconded to adjourn the meeting.