



**MISSISSIPPI VALLEY PARTNERS**

[www.mississippi-river.org](http://www.mississippi-river.org)

## **Minutes of Membership Meeting April 6, 2005**

Meeting was called to order by President Jim Grandy at the Nelson General Store in Nelson with about 28 members present. Individuals introduced themselves and their businesses.

Jim announced that Diana Schmidt has resigned as Secretary and requested nominations for another person to fill that role. Pat Mutter nominated and Bea Koch seconded the nomination of Carol Wiersma. No other names were brought forward, Jim asked for a vote on the nomination and Carol was accepted.

Treasurer's Report: Larry Hovde stated that there are currently 137 members as compared to a final membership number of 149 last year. Upon review of the Treasurer's Report, Kathy Silverthorn moved and Sherrone Mulry seconded to accept the report; the motion carried.

Secretary's Report: Report was reviewed, Mary DeRoos requested that the statement from the Birding Committee report be deleted as inaccurate "She is looking at doing the festival in a different format....." It is so noted and the statement will be deleted. With the change it was moved and carried to accept the minutes as presented. The Secretary will now forward the minutes for placement on the MVP website.

### Committee Reports:

Garage Sale: Bea Koch reported Joanne Lerum has sent out the paid ads. that are usually done. Bea earlier sent out an email to all members asking that they forward to appropriate media contacts and she has also emailed the newspapers they routinely contact. Jim Grandy indicated there have been calls in to various members from people outside the MVP area who want to bring things in to sell. After some discussion, it was moved by Bea Koch and seconded by Kathy Silverthorn that each town's committee should decide whether outsiders will be permitted to sell in their community during the Garage Sale. A vote of hands was taken regarding the motion with 12 Yes and 4 No, motion carried.

Marketing Committee: Nita Trim reported for the Committee on issues they wish to address, looking forward to 2006. Ideas of the committee include new events in the winter months, multiple day arts events, using existing holidays as a base to build around. Nita asked that if there are ideas members have, please forward them to a Marketing Committee member so that they can be compiled and developed. [Members include: Nita Trim, Harry Roberts, Herdie Baisden, and Lavone Weer].

MVP Travel Guide: Bill Moore stated he resents the photos on the cover related to businesses. Bill stated that a guideline of MVP is that no individual business be

highlighted. Jim Grandy pointed out that he had requested that the Planner be reviewed prior to printing and no one objected at that time. Sherrone Mulry apologized for the Board and asked that the concern be so noted.

Richard Fuller raised a question whether some kind of coupons could be placed in future travel guides.

Jim Grandy updated the group on the status of the 2005 Planner. Jim picked up the 30,000 that have been printed thus far and they are here to begin distribution tonight. MVP now has a credit at Brown Printing for \$5000; there has also been money collected for ads and we have the check from Wabasha for which we need a release from Midwest Getaway before it can be deposited. The other concern is to collect the money for ads. from those who have not yet paid. A sheet was sent around to those present asking that they indicate whether their business has paid and, if so, whom they paid [Midwest Getaway or MVP]. With this information Jim G. and Carol W. will develop a list for follow-up phone calls – Bea Koch, Dan Fedie, and Bill Jewson volunteered to make calls. Carol Wiersma will send an email to all members [for whom we have correct email addresses] reminding businesses once again of the need to pay MVP. The Board will review options on the next steps for printing further guides. The status of the CD for use by Voila and the movie that Midwest Getaway had indicated as part of the package is uncertain.

Website Activity: Larry Hovde presented the current statistics; there were 71,000 pages of information requested last month. The number of hits is increasing as the vacation season approaches.

Garden Committee: Bea Koch requested input for number of brochures members thought would be needed for the year, or at least the events for which they would be used so that the future needs can be planned and costs developed. The Committee will then provide this number to the Board. The brochure has been updated for changes and additions.

Planner Distribution: Jim Grandy stated that because of the current issues related to printing of the travel guide, MVP would hold off on any further planning for CMT or another group to distribute. He asked that everyone do all they could to get the guides out. Heather Stowe volunteered to deliver 2 boxes of the guides to the Mall of America in response to a request Larry had received. Others please take out to any location where you will be traveling.

New Business: Donna Krebsbach asked for clarification whether with the vote for inclusion of Winona if that means that businesses from locations such as Fountain City, Cochrane , etc. can join? The Board will take up the matter.

Around the Lake: A brief listing of large events around the lake occurred.

Adjournment: It was moved, seconded, and carried to adjourn.

**Next Meeting:** May 4, 7:00 pm at Hok Si La Park, Lake City [off Hwy. 61, north of town]

Minutes recorded by: Carol Wiersma