



**MISSISSIPPI VALLEY PARTNERS**

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

## **Minutes of Membership Meeting May 4, 2005**

Meeting was called to order by President Jim Grandy at Hok-Si-La Park in Lake City with about 20 members present. Individuals introduced themselves and their businesses.

Joanne Klees, Park Manager, welcomed everyone and introduced the park and facilities to the group - explaining options for usage of the dining hall and the camping area.

Secretary's Report: Minutes for the April meeting were reviewed, no changes were made, motion was made, seconded, and approved to accept minutes as recorded. Minutes will be placed on the website for access. Carol requested that anyone who has an updated email address place the information on the sheet provided; also, there is a page of the meeting dates and locations for the balance of the year for reference.

Treasurer's Report: Larry reported there are no new memberships since last month. MVP has collected \$10,087 from ads for the Planner, \$5930 has thus far been applied to the Planner. Currently there is about \$18,500 total between checking and money market account. A question was raised about the cost for the Toll Free # - Larry stated the charge is \$200/month. Upon review the report was moved, seconded and accepted as presented.

### Committee Reports:

Garage Sale: Carol Wiersma mentioned that there will again be a pick up of "left-over" clothing in Wabasha, Lake City and Kellogg on Sunday afternoon; Bea Koch has specific info. if you wish to contact her. Otherwise all seems ready to go.

### Marketing:

Jim Grandy presented an update on the Travel Planners. A meeting was held by several Board members with Blake Nelson from Brown Printing earlier today to determine what can be done to complete the 2005 printing. Jim presented to the membership what the two main options seem to be at this point: 1. To print the balance of 170,000 copies, the cost would be an additional \$35,000+ which MVP would have to pay. 2. To print what we can afford – another 72,000 at a cost of \$17,000 of which there is about \$5000 at Brown from our earlier check. If the second option is decided, we could send the check and have them order the paper so that it would be in by May 24. After discussion and additional information provided regarding other options considered, it was moved and seconded to go with the second option, a show of hands was requested and the motion passed with 16 Yea, 3 Nay. Additionally it was discussed that MVP pursue legal means of getting back the money we are spending out of our treasury due to the non-fulfillment of the contract with Midwest Getaways. Also, how do we get businesses to pay that have not done so? Jim Grandy will contact Jim Gehrke to determine if changes in errors and omissions can be made to the PDF prior to the next printing.

Herdie Baisden, Marketing Committee, presented a report on the intention for the production of the Travel Planner for 2006 including a time line for specific steps:

- Marketing Committee will meet in June to create list of recommended publishers.
- RFP's will be sent by MVP to the publishers in July.
- In August the Marketing Committee will review responses to the RFP, make recommendations, and select the cover image.
- September - Membership selects the Travel Planner publisher for 2006
- Advertising solicited in September and October; events from each town supplied to publisher.
- November plans are made for Planner storage & distribution from printer
- Travel Planner printed and distributed to storage locations in January.

A question was raised whether the time line should be compressed and if MVP should have the Planner printed earlier; also a consideration was raised whether MVP should do it's own soliciting for the ads. The Marketing Committee will take these items into consideration.

Membership: Jim clarified to the group the guidelines for membership based on the bylaws. He also noted that the guidelines are listed in the Planner on the application for membership.

Birding: Mary DeRoos reported that Voila has put together information on the MVP website regarding birding options in the area for 2005. It reflects that this is a great birding area and hopefully will stimulate increased number of birders.

Carol Wiersma raised a point of order and reminded the membership that a committee report will only be placed on the meeting agenda if the committee has indicated to the president that there is the need for a report. The intention is to be as succinct with the meetings as possible.

Planner Distribution: There are a limited number of Planners available so the membership was polled as to what was needed and the priorities. Judy Wilder will be placing copies at Mayo Clinic and the Galleria, Jim Grandy will be taking 4 boxes to the TIC at Albert Lea, Larry Farl will take 2 boxes to the MOA per their additional request. Dan Fedie has a few boxes left and should be contacted if you need Planners.

Welcome Center at Pepin: It will open May 14, Donna Krebsbach will be providing some staffing this summer based on a schedule determined by the Board. Individual towns need to update their information books, Winona needs to develop a book. A suggestion also is to have an a-frame sign that could be placed out front to attract attention. All are reminded that if you have brochures for your business, town, etc. please get them to the Center for distribution this summer. As a point of information it was noted that the Laura Ingalls Wilder Center, of which the MVP Center is a part, has many thousand of visitors each year including folks from more than 20 countries.

Wisconsin Governor's Conference: Herdie Baisden and Carol Wiersma did brief presentations. The real value both for learning about tourism issues and networking was emphasized and Herdie handed out info. regarding camping demographics to those who were interested. Attendance at either the Minnesota or Wisconsin tourism conference was recommended.

Around the Lake: Joanne Klees provided info. regarding a birding/environmental event at Hok-Si-La on May 15 & 16. Carol Wiersma mentioned the birding day in the Stockholm/Maiden Rock area on May 14.

Adjournment: Meeting was moved to be adjourned, it was seconded and so moved.

Minutes recorded by: Carol Wiersma, Secretary