



MISSISSIPPI RIVER COUNTRY (MRC)

DECEMBER 15, 2009

BOARD CONFERENCE CALL NOTES

ATTENDEES: MN, IA, WI, KY, MS, LA, NATIONAL OFFICE

MEETING CALLED TO ORDER AT 10:04AM

A. REVIEWED NEW STRATEGIC PLAN

- i. Add "Provide Annual Report" to Tactics and Tracking**

B. REVIEWED JAPAN MARKETING

- i. OCEAN LIFE FAM UPDATE**
- ii. FALL JAPAN TRAVEL WRITERS FAM UPDATE**

C. APPROVED UPCOMING MEETING DATES

- i. MARCH 16, 2010**
- ii. JUNE 15, 2010**
- iii. SEPTEMBER 14, 2010**
- iv. DECEMBER 14, 2010**
- v. ALL 10AM CST CALL TIMES**

D. OTHER BUSINESS

- i. WISCONSIN INFORMED MRC CHAIR LANDESS THEY WILL NOT BE PAYING DUES THIS YEAR**

MEETING CONCLUDED AT 10:24AM