

**MISSISSIPPI RIVER COUNTRY (MRC)**

**SEPTEMBER 16, 2009 10AM CST**

**BOARD CONFERENCE CALL NOTES**

**ATTENDEES: MN, IA, WI, KY, MS, AR, NATIONAL OFFICE, Meeting called to order at 10:03am.**

**A. JAPAN MARKETING**

- i. OCEAN LIFE FAM UPDATE (THIRD LEG):** KENTUCKY AND TENNESSEE FAMS JUST CONCLUDED. STILL AWAITING FEEDBACK FROM THEIR VISIT. NOW WORKING ON AN ITINERARY FOR ARKANSAS, MISSISSIPPI, AND LOUISIANA. THE FAM RUNS FROM OCTOBER 17<sup>TH</sup>-31<sup>ST</sup>.
- ii. FALL JAPAN TRAVEL WRITERS FAM UPDATE:** THE FALL FAM TOUR IS IN THE FINAL PLANNING STAGES. THE TOUR GOES THROUGH MINNESOTA, WISCONSIN, ILLINOIS AND IOWA. THE FAM RUNS FROM OCTOBER 5<sup>TH</sup> TO OCTOBER 13<sup>TH</sup>. THERE ARE SIX MEDIA ATTENDING THE FAM TOUR, A TRANSLATOR AND DRIVER FROM THE NATIONAL OFFICE.

**B. BUDGET**

- i. REVIEW UPDATED FY10:** THE FAM HAS \$20,000 BUDGETED. THE AIRLINE TICKETS ARE AROUND \$6,000, WHICH LEAVES APPROXIMATELY \$4000 FOR OTHER EXPENSES. ALL STATES ARE ENCOURAGED TO GET COMPLIMENTARY LODGING, MEALS, ATTRACTIONS, ETC. WITH LODGING, IF COMPLIMENTARY LODGING ISN'T AVAILABLE, ASK FOR MEDIA OR GOVERNMENT RATES.
- ii. REVIEW STATE DUES COLLECTIONS:** THE NATIONAL OFFICE WILL BE SENDING OUT INVOICES FOR FY10. NATIONAL OFFICE REQUESTED UPDATED CONTACTS TO SUBMIT INVOICES.

**C. GROUP TRAVEL UPDATE:** NEW ITINERARIES HAVE BEEN SENT FOR REVIEW BUT BASED ON ILLEGIBLE PAGINATION, THE NATIONAL OFFICE WILL RESEND THEM.

**D. E NEWSLETTER UPDATE :** THE NATIONAL OFFICE WILL BE LOOKING FOR SIGN-UPS FOR FEATURED E-NEWSLETTER SPOTS FOR 2010. WEBSITE STATISTICS WILL BE SENT.

**E. UPCOMING MEETING DATES:** THE NATIONAL OFFICE IS RESEARCHING MEETING DATES AND LOCATIONS FOR A FACE-TO-FACE MEETING IN EARLY NOVEMBER. IF THAT MEETING CANNOT TAKE PLACE, A CONFERENCE CALL IS SCHEDULED FOR DECEMBER 15<sup>TH</sup> AT 10AM CST.

**F. OTHER BUSINESS:** NO OTHER BUSINESS, MEETING CONCLUDED AT 10:30AM