

MISSISSIPPI RIVER COUNTRY (MRC)

JUNE 16, 2009 10AM CST

BOARD CONFERENCE CALL NOTES

ATTENDEES: MINNESOTA, IOWA, WISCONSIN, ILLINOIS, MISSISSIPPI, ARKANSAS, NATIONAL OFFICE

Meeting called to order at 10:02am.

a. JAPAN MARKETING

- i. OCEAN LIFE FAM UPDATE (SECOND LEG):** IOWA REPORTED THAT THE FAM TOUR THROUGH ILLINOIS, IOWA AND MISSOURI WAS A SUCCESS. THEY WERE ABLE TO SEE A LOT OF NEW ATTRACTIONS AND TAKE FRESH PHOTOGRAPHY
- ii. ADVANCED INTERNATIONAL UPDATE:** MARJORIE DEWEY HAS INFORMED THE NATIONAL OFFICE THAT SHE WILL BE LEAVING ADVANCED INTERNATIONAL AT THE END OF THE YEAR TO WORK IN THE NON-PROFIT SECTOR. SHE IS CONFIDENT THAT HER CURRENT STAFF WILL BE ABLE TO PROVIDE SERVICE TO THE MRC AND IS WORKING ON FORGING RELATIONSHIPS TO STRENGTHEN THE COMPANY AND MAKE THE TRANSITION SEAMLESS. MISSISSIPPI COMMENTED THAT THEY HAVE SPOKEN TO DEWEY AND THEY FEEL CONFIDENT CONTINUING THEIR RELATIONSHIP WITH ADVANCED INTERNATIONAL FOR ANOTHER YEAR.

b. BUDGET

- i. REVIEWED UPDATED FY09**
- ii. REVIEWED STATE DUES COLLECTIONS:** CURRENTLY, MISSOURI AND TENNESSEE HAVE INFORMED THE NATIONAL OFFICE THAT THEY WILL NOT BE PAYING DUES FOR FY10. THEREFORE, THEY WILL NOT BE INCLUDED IN ANY FAM TOURS PLANNED FOR THIS FISCAL YEAR. THE "INCOME" OUTLINED IN THE BUDGET REFLECTS THIS CHANGE.
- iii. DISCUSS FY10 BUDGET:**
 - 1. JAPAN MARKETING:** CONFIRMED THAT JATA WTF WILL BE STAFFED BY ADVANCED INTERNATIONAL AND MINNESOTA. NATIONAL OFFICE WILL CONTACT LOUISIANA TO DETERMINE IF THEY WILL ATTEND AS THEY HAVE EXPRESSED INTEREST. THE LARGEST LINE ITEM FOR THE JAPANESE MARKETING IS THE FAM TOUR. DEWEY WILL COORDINATE

THE FAM TOUR THROUGH ADVANCED INTERNATIONAL. SHE WILL BE LOOKING FOR HEAVILY DISCOUNTED OR COMPLIMENTARY TICKETS AS REQUESTED BY THE BOARD.

2. **WEBSITE INITIATIVES:** NATIONAL OFFICE CONFIRMED THAT THE GOOGLE ADWORDS ARE STILL RUNNING GRATIS. THEREFORE, THEY HAVE BEEN REMOVED FROM THE BUDGET. MINNESOTA REMARKED THAT THE EXPERIENCMISSISSIPPIRIVER.COM IS A STRONG GENERATOR OF LEADS TO THEIR TRAVEL SITE AND RECOMMENDED THAT ALL STATES LOOK TO SEE HOW MANY CLICK THROUGHES THEY GET THROUGH THE SITE.
3. **GROUP TRAVEL INITIATIVES:** MINNESOTA NOTED THAT THE LEADS FROM OUR GROUP TRAVEL MAILING WERE QUALITY LEADS. THE NATIONAL OFFICE WILL WORK WITH THE WORK GROUP TO CREATE A GROUP TRAVEL MARKETING PLAN FOR FY10.
4. **ADMINISTRATIVE EXPENSES:** NATIONAL OFFICE CONFIRMED THAT THE FULFILLMENT PIECE WILL NOT BE REPRINTED IN THE FY10 BUDGET THEREFORE, THAT LINE ITEM ONLY INCLUDES STORAGE AND MAILING COSTS. A COPY OF THE MEDIA KIT WAS REQUESTED AND WILL BE SENT TO THE BOARD FROM THE NATIONAL OFFICE.

A MOTION TO APPROVE FY10 BUDGET MADE BY ARKANSAS. SECOND BY MISSISSIPPI. MOTION CARRIED.

c. UPCOMING MEETING DATES

- i. September 16, 2009 at 10am CST via conference call
- ii. National Office will follow-up in August to organize a in-person meeting in October or early November

d. NO OTHER BUSINESS

MEETING ADJOURNED AT 10:40AM