

**MISSISSIPPI RIVER COUNTRY (MRC)**

**MARCH 24, 2009 10AM CST**

**BOARD CONFERENCE CALL NOTES**

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

**a. JAPAN MARKETING**

- i. OCEAN LIFE FAM UPDATE:** Tentative schedule for 2009 includes Illinois beginning May 7th then working through Iowa (tentatively Dubuque, Dyersville, Amana Colonies and time permitting, Madison County) and concluding in Missouri (tentatively Hannibal, St. Louis, Cape Girardeau and Branson or somewhere in the center of the state). National Office will work with Illinois to determine their itinerary and will communicate with the states once more information becomes available.

**b. WEBSITE**

- i. REVIEWED UPDATES MADE TO THE SITE AND TO MRPCMEMBERS.COM**

**c. GROUP TRAVEL**

- i. UPDATE ON GROUP TRAVEL MAILING:** The mailing list was received from Minnesota and the mailing has been taking place out of the National Office to save money on handling fees. Approximately half of the 1,500 piece mailing has been distributed.

**d. BUDGET**

- i. REVIEW UPDATED FY09:** Moved \$500 for hosting from pay-to-play as approved by the Working Group
- ii. REVIEW STATE DUES COLLECTIONS:** All states paid FY08 dues except Missouri. FY09 invoices were resent. States that do not pay dues will not be included in e-newsletters, specific state marketing efforts and will be responsible for expenses regarding FAM tours if the FAM TOUR IS A 10-

state FAM. Advanced International will not actively include States with unpaid dues in Japan marketing activities.

**iii. BEGIN DISCUSSION OF FY10 BUDGET**

**1. JAPAN MARKETING EFFORTS**

- a. Increase number of FAMs to the US in lieu of MRC representatives inability to travel out-of-state
- b. Advanced International believes that travel writers will be interested in combined FAM tours this year as their travel ability is also reduced.
- c. Budget will include line item to cover air travel to the US and expenses that cannot be complimentary provided by the states
- d. Wisconsin recommended that we continue to look for complimentary airline tickets to reduce costs. This recommendation will be sent to Advanced International.
- e. Mississippi recommended that transportation be included in the line item as organizing transportation past state lines can be challenging. National Office will factor transportation costs.
- f. Minnesota recommended that Advanced International representatives for the MRC attend the travel FAM to learn more about the MRC region. National Office will discuss this possibility with Advanced International.
- g. The National Office will email each state to see if anyone is able to attend JATA this year. If out-of-state travel restrictions prohibit states from traveling, MRC will consider using the budget to pay for MRC representative travel costs to have representation in the booth.
- h. Advanced International recommends planning seminars even if MRC representation is unable to attend them.

**2. WEBSITE MARKETING: Continue monthly e-newsletters**

**3. GROUP TRAVEL MARKETING**

- a. National Office will email the states to determine if there is any interest in sharing booth space at any 2009-10 shows

b. Follow-up mailings to the group travel

**4. ADMINISTRATIVE**

- a. National Office will email the states to see if a face-to-face meeting can be scheduled to plan strategy for the next three-year plan
- b. Travel costs will be budgeted if it allows more states to attend
- c. Meeting locations, dates, timing around other shows and costs will be considered
- d. Create a stakeholder report to show activities in 2008

**e. UPCOMING MEETING DATES**

- i.** June 16, 2009 at 10am CST
- ii.** National Office will follow-up to see what states are able to attend
- iii.** Goal for the June call is to approve the FY10 budget

**f. OTHER BUSINESS**

- i.** National Office reported two media pick-ups: *Best of the Midwest*— reviewed copy to include upper 6 states and [experiencemississippiriver.com](http://experiencemississippiriver.com) site and *Leisure Group Travel* , August, includes all 10 states, goes to 20,000 planners