

**MISSISSIPPI RIVER COUNTRY (MRC)**

**NOVEMBER 13, 2008 10AM CST**

**WORKING GROUP CONFERENCE CALL NOTES**

**ATTENDEES: LOUISIANA, ARKANSAS, WISCONSIN, IOWA, MINNESOTA, MISSISSIPPI, NATIONAL OFFICE**

**a. BUDGET**

**i. REVIEWED EXPENSES FOR FAM TOUR**

**b. Japan Marketing**

**i. JATA WTF review**—new appointment format a success, new booth an improvement. Next year, try for back-to-back booth layout than side-to-side. Bigger booth was good. Suggestion made for more states represented in the booth, especially middle states. LA plans to attend next year.

**ii. Review of which states selected FAM vs. Japan seminar**

**1. MN, WI, IL, IA, MO, AR, MS using allowance for a FAM**

**2. TN, KY, LA are still considering use of their allowance**

**iii. FAM tour update**

**1. Reviewed MN and WI leg of the FAM tour**

**c. WEBSITE**

**i. Discussed B-roll available for web videos from each state:** Each state will send a link to video on their site to link to the EMR site or provide B-roll for National Office to edit into a general state feature.

**ii. Informed group on blog discussion and geocaching promotion at MRPC Marketing Committee meeting at Annual Conference**

**iii. Discussed E-newsletters to launch in 2009, and email address capture:** Each month features a state with a giveaway to capture additional email addresses. LA will take the January spot. National Office will send out for review. A copy of the final artwork available for states to send to their list. The National Office will send out an email for states to sign up for their featured month.

**d. GROUP TRAVEL**

- i. PHOTOS:** National Office to place images submitted by states on the EMR site in a photo gallery in a new Group Travel section. States should send photos if they have not already for the fulfillment piece.
- ii. REVIEWED ITINERARIES AND DISCUSSED NEW THEMES FOR 2009:** Music trail, Eco-tours, Agri-tours, Artists & Authors are some featured themes for 2009. Itineraries from 2008 resent for comments. All will be posted on an itineraries page in the new group travel section on the EMR site.
- iii. PACKAGING AND DISTRIBUTION OF GROUP TRAVEL MATERIALS:**  
National Office will create an MRC folder (generic folder and sticker) and will mail out a fulfillment piece, copies of the itineraries, letter from the MRC with National Office contact information and a postcard they can return to obtain a photo CD and be placed on our mailing list for updated itineraries. MN will send out the mailing list from NTA, ABA and OMCA to send the initial folder. The mailing will take place in mid-to-late January after the shows and holiday break. Any leads that come through the National Office will be directed to the state tourism office or as instructed by the state.

**e. UPCOMING MEETING DATES**

- i. TUESDAY, DECEMBER 16<sup>TH</sup>, 10AM CST BOARD CALL**
- ii. WORKING GROUP: PLAN FOR LAST WEEK IN FEBRUARY—NATIONAL OFFICE WILL SEND OUT AN EMAIL TO SEE WHAT DATES WORK.**

**f. OTHER BUSINESS: NONE**