



Association of Indiana Convention and Visitors Bureaus

BOARD OF DIRECTORS MEETING

Wednesday, April 10, 2002

Columbus, Indiana

MINUTES

President Amy Vaughn called the meeting to order at 10:09 am. She thanked the Columbus Area Visitors Center for hosting the meeting

Secretary Karen Lentz called roll and advised that the Board of Directors that the quorum required to conduct the business of the Association. She explained that the AICVB membership list would be emailed to all members for their review. The updated list will be available at the May meeting. She advised that the membership had received the minutes of the previous meeting and:

Moved by Greg Ayers, South Bend/Mishawaka CVB; seconded by Debbie Smith, Dearborn County CVTB "That the minutes of the February 13, 2002 meeting of the Board of Directors be accepted as amended." Motion carried.

President's Report

Amy Vaughan thanked everyone who attended the AICVB Symposium and Hoosier Hospitality Conference, March 25-27, 2002. She reported that the government affairs committee and the ICVBA Board met yesterday. Welcome to guest Bob McAdams from Scott County Visitors Commission.

Treasurer's Report

Treasurer Diana Lawson presented the statement of financial position as a bank balance of \$44,929.64. All of the AICVB members have now paid 2002 dues.

Moved by Peggy Hobson, Kokomo/Howard County CVB; seconded by Dionne Wisniewski, LaPorte County CVB, "That the treasurer's report be accepted as presented," Motion carried.

Committee Reports

Professional Development Committee

Karen Lentz reported that the evaluations of the AICVB Symposium were sent to members via email. She encouraged members to attend the May 10-11 CDME course in Indianapolis. Linda Lytle will be following up with members regarding the survey of educational needs. Results will be used to plan AICVB professional development programs throughout the year.

Public Awareness Committee - No Report.

Communications Committee

Greg Ayers and Dionne Wisniewski reported that an on-line resource center is under discussion as an enhancement to the AICVB web site. They will be updating the information currently on the site. The August AICVB meeting will include a program highlighting the new web site and its enhancements.

Governmental Relations Committee

Mark Shublak reported that the governor called a special session of the legislature but there is no agreement as to what may pass regarding tax restructuring or deficit reduction. He reported that AICVB was successful in encouraging legislation regarding collection of innkeeper's taxes. He will be sending a letter explaining the details. Please forward any comments and ideas for the 2003 legislative session to Dan O'Connell or Lynn Lucas.

Dan O'Connell reported that the committee would prepare a flow chart to help members understand innkeeper's tax collections so they can educate their own county treasurers. AICVB will also have discussions with the County Treasurers Association. The committee reviewed the legislative luncheon in February and members liked the event and the opportunity to sit with other legislators and tourism leaders. A similar event is planned for 2003 and will include a printed invitation to attract a goal of 25-30 legislators.

The committee has been studying food and beverage taxes for a year and has prepared a draft policy statement. Five food and beverage tax bills were discussed in the 2002 legislature and the committee believes that communities will continue to look to food and beverage taxes as a way to fund other programs. Please forward comments on this issue to Mark Shublak. A policy statement will be introduced at the May meeting.

Old Business

Institute for Convention and Visitor Bureau Accreditation

Teresa Anderson reviewed the history of the organization, which is a separate non-profit organization developed by the AICVB in an effort to promote continued professionalism in the industry. CVBs have the opportunity to become an Accredited Destination Management Organizations (ADMO). She explained the benefits of CVB accreditation and the standards that each participating CVB will attempt to meet. The process includes a pre-accreditation assessment, off site audit, on-site verification, and

accreditation evaluation. Several CVBs in Indiana and other states are beginning the process and she encouraged all CVBs to consider this.

Tom Lane discussed active listening.

The meeting was adjourned at 12:20 p.m.

Indiana Tourism Report

Lynne Fuller thanked everyone who contributed funds to air the TV spot during the IU Final Four basketball game. Anyone interested in the WRTV travel minute, see Lynn or contact the station. Enjoy Indiana Week will feature 140 attractions offering specials. Hoosier Hospitality Award nominations are due April 26. The 2002 Festival Guide and Play Money campaign will include package, not coupons. A Business of Tourism workshop will be held in Dearborn County on May 31.

Respectfully submitted,

Cathi Wineland, Administrative Coordinator