



## **Association of Indiana Convention and Visitors Bureaus**

BOARD OF DIRECTORS MEETING  
Wednesday, August 14, 2002  
Plymouth, Indiana

### **MINUTES**

President-Elect Peggy Hobson called the meeting to order at 10:10 am.

Secretary Karen Lentz called roll and advised the Board of Directors that there was a quorum required to conduct the business of the Association. She advised that the membership had received the minutes of the previous meeting and:

Moved by Lynn Lucas, Columbus Area Visitors Center; seconded by Jim Mansfield, Muncie/Delaware Co. CVB; "That the minutes of the May 15, 2002 meeting of the Board of Directors be accepted as presented." Motion carried.

#### **Treasurer's Report**

The President Elect presented the statement of financial position.

Moved by Greg Ayers, South Bend/Mishawaka CVB; seconded by June Julien, Steuben County CVB, "That the treasurer's report be accepted as presented." Motion carried.

#### **Governmental Affairs Committee**

Dan O'Connell reported that when the legislature reconvenes in January, members have the opportunity to invite legislators for a dinner or reception to talk about pertinent tourism issues. This will most likely be held in conjunction with the January AICVB meeting during the third week of January. The committee is helping to formulate policy position statements that CVB officials can use when talking with the community. The committee is also working with Indiana Tourism as they discuss reorganization. New members are welcome on this committee.

Mark Shublak reported that during the recent special session of the legislature, the AICVB was very active in trying to obtain additional funding for CVBs. While we were very close, the revenue went to municipalities for other uses. We were successful in keeping this year's appropriations constant in riverboat gaming counties.

The session beginning in January 2003 is a long session and will go until May. Please bring any issues you have to the committee now for discussion and consideration. At the next AICVB meeting, the committee will present a handbook of laws pertaining to hotels developed by the Indiana Hotel & Lodging Association. This will be a good reference for CVBs.

## **Member Services Committee**

June Julien presented a candidate for AICVB membership, the Scott County CVB . Bob McAdams is the executive director.

Moved by June Julien, Steuben County CVB, seconded by Linda Lytle, Madison Area CVB, "That the membership application from the Scott County CVB be accepted and the Scott Co. CVB join AICVB as a member" Motion carried.

## **Professional Development Committee**

Karen Lentz outlined plans for the October retreat in Bloomington. Workshops will include sessions on media interviews and Internet marketing. A Bureau Basics workshop will also be held. There are 29 people signed up for workshops following today's Board meeting. March 25-26, 2003 are the dates for the next Hoosier Hospitality Conference. Please forward topic and speaker ideas to Karen Lentz.

## **Communications Committee**

Greg Ayers introduced Gordon Alexander who maintains AICVB's websites. He showed the new format, which is easier to read, needs less scrolling and is cleaner. He invited members to visit [www.aicvb.org](http://www.aicvb.org). Members were asked to check their own listing in the CVB directory on the web site and report any changes to Cathi Wineland.

Send all future information for the web site to Cathi Wineland, including committee information, updates to your CVB web site, job postings and other news. When sending an email to the entire membership, just type [members@aicvb.org](mailto:members@aicvb.org) as the "To:" line.

Items in the works are online meeting reservations, archived minutes of Board meetings, and other information that may be password protected in the future. Greg asked committee chairs to please review their areas of the website and let him know what should be posted.

Members suggested that news from members be sent to the web site for posting and then the email to all members gives the headline for members to read at their leisure instead of sending all news to everyone.

The Communications Committee will create criteria about what goes on the web site, including a standard form for job descriptions, etc.

## **Institute of Convention and Visitor Bureau Accreditation**

Teresa Anderson reported that at the May board meeting of the ICVBA, they voted to enter into an agreement with the Purdue University Office of Professional Development for administration of the Institute. The ICVBA has completed seven peer assessments and has six peer assessments pending. There are three bureaus involved in the accreditation process and seven are pending. The Institute will be contacting all Bureaus in Indiana to see who is interested in going through the accreditation process. A presentation will be made in September to the Florida Association of CVBs. A similar presentation is planned for the Illinois Association this fall.

## **Announcements**

Mike Woolfington welcomed everyone to Marshall County and presented prizes to golf scramble participants.

The Illinois CVB Association invited AICVB members to attend a Shirtsleeves session on Finance and Administration. See their web site for details.

A reminder was made that when a member sends an email question to all other members, the replies should to back to only the sender, not all.

President Elect adjourned the meeting at 11:15 am.

## **State Tourism Report**

Lynne Fuller explained that the Indiana Department of Commerce hired a consultant, Market Street Services, to evaluate the competitiveness of Indiana's economic development efforts. This study resulted in new regional offices for Commerce, now called the "restructuring." It has yet to be determined how this will affect Tourism. Tourism recommends that they retain the regional marketing manager structure currently in place. Tourism's RMMS, who are on contract now, are closely aligned geographically with the new system being implemented by Commerce.

Indiana Tourism is preparing a proposal for the structuring of their department. Comments from CVBs should be directed to the AICVB leadership.

Respectfully Submitted,

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*Cathi Wineland, Administrative Coordinator*