



Association of Indiana Convention and Visitors Bureaus

BOARD OF DIRECTORS MEETING
Wednesday, February 13, 2002
Hamilton County, Indiana

MINUTES

President Amy Vaughn called the meeting to order at 10:10 am.

Secretary Karen Lentz called roll and advised that the Board of Directors that the 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 Jo Wade, Greater Lafayette CVB; seconded by Kristie Nielsen, Harrison County CVB "That the minutes of the November 7, 2001 meeting of the Board of Directors be accepted as presented." Motion carried.

President's Report

Amy Vaughan reported that there will be no AICVB Board meeting in March and encouraged all members to attend the AICVB Symposium and Hoosier Hospitality Conference March 25-27, 2002. The next meeting will be on April 10 in Columbus and the program will include a presentation on the ICVBA. President's report

Notes from the executive committee's strategic planning session were emailed to members in January. The proposed new structure eliminated the marketing committee and added a public awareness committee. She reviewed the 2002 AICVB business plan and:

Moved by Linda Lytle, Madison Area CVB; seconded by Marilee Fowler, Evansville CVB "That the revised AICVB business plan be accepted as presented." Motion carried.

Treasurer's Report

Treasurer Diana Lawson presented the statement of financial position.

Moved by Karen Lentz, Marion/Grant County CVB; seconded by Lynn Lucas, Columbus Area Visitors Center, "That the treasurer's report be accepted as presented," Motion carried.

Diana also presented the 2002 AICVB budget. A new line items will be added to reflect the \$1,500 in the scholarship fund and the line item for committees will be reduced by \$1,500.

Moved by Lynn Lucas, Columbus Area Visitors Center; seconded by Mike Woolfington, Marshall County CVB, "That the 2002 budget be accepted as presented and amended." Motion carried.

Committee Reports

Governmental Relations Committee

Mark Shublak gave an update on the status of bills in the legislature. Weekly tracking reports are emailed to members and include all bills relating to our members and industry that are still alive. If grass roots action is needed before the end of the legislative session, then members can expect an action alert from Shublak. Thanks to those who invited legislators to the January meeting lunch. More than 15 came. The committee will work on a food and beverage tax policy and members will receive a draft to review.

Professional Development Committee

Karen Lentz and Linda Lytle reported that the guidelines for the scholarship are being drafted and will be presented to the membership at the next meeting. Karen encouraged everyone to attend the AICVB Symposium on March 25, the day before the Hoosier Hospitality Conference. The President and the Chairman of the IACVB will be presenters. An education plan is being developed to meeting the needs of AICVB members. Thanks to Don Anderson and Brian Smith who conducted the needs survey.

Public Awareness Committee

Sharon Kenny is chairing the committee and is recruiting committee members. They will develop a CVB awareness and advocacy program.

Communications Committee

Greg Ayers reported that updates and upgrades to the AICVB web site continue. Let him know what you want to see on web site and what would be helpful. They hope to include a resource center on the site like the AICVB's site.

The meeting was adjourned at 10:50 am.

Indiana Tourism Report

Lynne Fuller reported that additional guidebooks are available by request. FSI drop date are April 14–16 via a new distribution method, Advo mailings instead of newspapers. This allows for more targeting by zip code. Watch web sites that week to see if you experience a higher volume.

A meeting will take place on February 21 regarding the proposed Hoosier Travel Minute, a TV segment that features Indiana destinations. The Indiana Tourism Division will subsidize a participation fee.

Alicia Valentine reported that the Indiana Tourism web site received 1.5 million user sessions in 2001 with total pages views of 6.5 million. Several email blast sponsorships are available for summer and fall.

Cheri Wagner reminded members about the PSA campaign given out at last meeting. Please let her know the results of your efforts. Turn in recipes of famous Hoosiers and destinations for the Hoosier Hospitality Conference. Meetings held in January to discuss partnership possibilities in Chicago, Cincinnati and Indianapolis. Resulting programs will be presented at the Conference and via email.

Respectfully submitted,

Cathi Wineland, Administrative Coordinator