



Association of Indiana Convention and Visitors Bureaus

BOARD OF DIRECTORS MEETING
Wednesday, May 15, 2002
Speedway, Indiana

MINUTES

President Amy Vaughn called the meeting to order at 10:07 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 Kristey Nielsen, Harrison County CVB; seconded by Peggy Hobson; Kokomo/Howard County CVB, "That the minutes of the April 10, 2002 meeting of the Board of Directors be accepted." Motion carried.

President's Report

Plans are underway for the 2003 Hoosier Hospitality Conference. Since more than 75% of the attendees rated the Westin Indianapolis as outstanding or very good, the Westin will again be the site of the Conference. We will again plan an AICVB Symposium in addition to the tourism track sessions. The AICVB education committee would welcome suggestions for speakers and topics. Profits from the Conference are split between AICVB, the Hotel & Lodging Association and the Indiana Restaurant Association. Profits from the last Conference were approximately \$7,000. AICVB and Cathi Wineland will be more involved in the planning and management of the Conference.

Ice Miller, the AICVB lobbyist, is putting together a handbook of resources for the Hotel & Lodging Association. Since CVBs can also benefit from this, AICVB will be a partner in this project.

The Education Committee has planned two workshops to be held following the next (August 14) AICVB Board Meeting in Marshall County.

Treasurer's Report

The President presented the statement of financial position as a bank balance of \$41,156.69.

Moved by Greg Ayers; South Bend/Mishawaka CVB; seconded by Lynn Lucas, Columbus Area VC: "That the treasurer's report be accepted as presented," Motion carried.

Committee Reports

Professional Development Committee

Last week's CDME course on communications technology was co-sponsored by AICVB. Following the August 14 meeting, the committee is planning to host a workshop on E-Mail Marketing, presented by Dave Serino, and a workshop on Marketing Planning, presented by Don Anderson. To sign up, please contact Linda Lytle in Madison.

The ICVBA board met last month and again today. Several bureaus are ready to begin the accreditation process. An aggressive marketing campaign is underway to sign up additional bureaus.

Communications Committee

This committee will focus on the AICVB web site. The web master for the AICVB site will give a presentation at the August meeting. Plans for the updated web site include a resource center with several topics and members as resources. The resource center will be patterned after the IACVB web site but will not duplicate information. AICVB member profiles will also be a part of the site. The committee is considering passwords for proprietary information.

Governmental Relations Committee

Lynn Lucas reported that the committee met today to discuss the latest version of the F&B policy, as updated from the April meeting. The new version includes stronger language and comments will be sent back to Ice Miller for use in the final version. The final policy will be distributed to AICVB members before the August meeting and will be voted on at that meeting.

The special session of the Legislature is underway and some action regarding gaming will be taken. Dan O'Connell and Mark Shublak have been working to see that all CVBs will receive some gaming revenue. Ice Miller continues to keep AICVB members up to date via emails. Recently they sent a copy of HB 1196.

Old Business

New Business

Paul Sovinski presented a program on effective communications skills.

The meeting was adjourned at 11:35 a.m.

Indiana Tourism Report

Alicia Valentine reported that the new trip planner is coming up. The Indianapolis Star program has begun with tourism stories and ads on Sundays. "Play Money" is being rebranded as "Weekenders." A fall promotion will include the "leaf-cam" where viewers can see how the leaves are changing in four locations. Tourism is working with INDOT regarding adoption of rest areas. There are three participants in this year's "Travel Minute" on WRTV6. Several more are budgeting this for 2003.

Cheri Wagner reported that the newsletter was sent out via email last week. 145 attractions were involved in Enjoy Indiana Week. At least 35 media stories resulted, with more clips to come. Please give feedback to Cheri.

Respectfully submitted,

Cathi Wineland, Administrative Coordinator

