



Association of Indiana Convention and Visitors Bureaus

BOARD OF DIRECTORS MEETING
Wednesday, October 9, 2002
Bloomington, Indiana

MINUTES

President Amy Vaughan 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 June Julien, Steuben Co. CVB; seconded by Jo Wade, Greater Lafayette CVB; "That the minutes of the August 14, 2002 meeting of the Board of Directors be accepted as presented." Motion carried.

President's Report

Amy Vaughan thanked the 18 counties who participated in the "state of the association/industry" survey used at the Indiana Tourism Council meeting in September. Generally, AICVB members are cautiously optimistic about the future. The number one concern is guarding bureau funding. Lack of participation by attractions and declining hotel tax collections are other concerns. Members believe that Indiana is well positioned for short trip visitors. AICVB will use this information in planning future workshops.

The President represented AICVB at the Indiana Tourism Council meeting. Discussions included the reorganization of the Indiana Department of Commerce and funding for Indiana Tourism. They reviewed other state models including the Missouri model.

Amy thanked Karen Lentz who coordinated the Retreat workshops on Bureau Basics, Internet Marketing and Media Interviews.

Dates for 2003 AICVB Board Meetings and requirements for hosting a meeting were distributed. Anyone interested in hosting an AICVB Board meeting should respond to Cathi Wineland before the November meeting.

Treasurer's Report

The President presented the statement of financial position.

Moved by Karen Lentz, Marion/Grant Co. CVB; seconded by June Julien, Steuben County CVB; "That the treasurer's report be accepted as presented." Motion carried.

Professional Development Committee

Karen Lentz thanked Linda Lytle for co-chairing the committee and thanked everyone for participating in the professional development activities this year.

Governmental Affairs Committee

Members were mailed the food and beverage tax position statement.

Moved by Dan O'Connell, Fort Wayne CVB; seconded by Greg Ayers, South Bend/Mishawaka CVB: "That the position statement be accepted as distributed." Motioned carried.

The committee will meet in early November to discuss the legislative agenda including the food and beverage tax, gaming and funding for Indiana Tourism. The committee will develop a unified message to use when the Legislature begins in January. The committee will provide the AICVB membership with tools that each member can use in communicating with their own legislators. AICVB will continue to monitor legislation. Mark Shublak will provide advice and council to any members who need it.

The January AICVB Board meeting will feature legislative issues. The dinner or lunch with legislators will not be held in January, as has been done in the past. This may happen in April instead.

Communications Committee

Greg Ayers encouraged members to visit the AICVB web site. The committee is working on standardized forms for submitting information for the web site.

Institute of Convention and Visitor Bureau Accreditation

Teresa Anderson reported that 12 pre accreditation assessments have been completed and 8 more are beginning soon. ICVBA entered into a 2-year contract with Purdue University for the administration of the program. The Florida Association of CVBs voted to endorse the ICVBA program and several bureaus are beginning the process. Wisconsin will endorse this for 2003.

Old Business

AICVB will receive the proceeds from the Hoosier Hospitality Conference held in March 2002. Revenues are split between the sponsoring organizations, AICVB, Indiana Hotel & Lodging Association and the Indiana Restaurant Association.

Announcements

The November 13 AICVB Board meeting will be held in Lafayette. The January 2003 meeting will include election of officers.

The President adjourned the meeting at 10:29 am.

State Tourism Report

Lynne Fuller provided an update on the restructuring of the Indiana Department of Commerce and funding for Indiana Tourism. Many milestone events have taken place. The Lt. Governor's office has discussed Indiana Tourism and asked for a proposal. The Lt. Governor's office is intrigued by the idea and is assisting with obtaining info from the Indiana Department of Revenue that is needed to analyze the feasibility of the proposal. These numbers will help determine if the Missouri model will work in Indiana. The Indiana Tourism Council voted to support this proposal. The Missouri model would fund tourism from revenues over and above the projected growth amounts in the SIC codes involved in tourism. Indiana Tourism Council asked the staff to provide a strategic long-range plan to include tourism development that results in local economic development.

The former Promote Indiana Coalition (presidents of tourism related associations) also met to discuss the proposal. The Indiana Tourism staff is making presentations at regional meetings regarding new research results and presenting ideas for new projects.

Respectfully Submitted,

Cathi Wineland, Administrative Coordinator