



News & Notes – September 18, 2007

NOTE: A pdf version of this newsletter is available at: <http://www.missouritravel.com/news>

BOARD UPDATE -- Missouri Travel Council's Board of Directors has approved changes that will make it easier for the entire membership to elect board members. The changes were approved at the board's July meeting and were a part of a larger discussion concerning the overall make-up of the board.

Earlier in the year, President Gary Figgins tasked the board's Executive Committee to review MTC's representative regions, board make-up and election process. Those recommendations were discussed at length and voted on during the July meeting in Jefferson City.

In a close vote, the board ultimately voted to retain the existing 10- Region map instead of a recommended 7-region map that would have combined a few of the smallest membership regions in the state. Several board members expressed concern that combining the smallest regions would make it more difficult for smaller communities to have a voice in association discussions.

Six different scenarios were discussed regarding changes to the board's make-up. Most of the proposals centered around tying board representation to regional membership totals. Ultimately, the board approved a measure that allows for regions with more than 40 members to receive a third representative on the MTC Board. Those regions that will see additional board representation are Ozark Mountain, Lake of the Ozarks and St. Louis. It was pointed out that these regions generally have contested races since they have a larger pool of candidates from which to draw.

ON-LINE BALLOTING -- The board also voted to create an on-line balloting process through which the entire membership can elect board members from their respective regions. Ever since Missouri Travel Council consolidated its annual conference with the Governor's Conference on Tourism, only members who attended the Governor's Conference have been able to cast ballots for the Board of Directors, since the election has taken place during the MTC-sponsored breakfast. Board members were in agreement that mandatory conference attendance has restricted the election process. With the approved change, MTC's Nominating Committee will accept names of those interested in serving on the board from September 20 to October 25, at which time the names will be compiled and placed in 10 regional on-line ballots that will be sent to members in each of the 10 respective regions. Elections will be conducted on a secure web page November 1-8. Winning candidates in each of the 10 regions will be notified by November 12 and will attend the year-end board meeting in December.

More about these changes will be discussed during MTC's Annual Meeting that will be held October 3 PRIOR to the opening session of the Governor's Conference on Tourism. Registration for the Governor's Conference is NOT required in order to attend this meeting.

Hope to see you at the Annual Meeting!

TOURISM AUCTION -- Have you sent in your item for the upcoming Tourism Auction? If not, you still have time but please ACT NOW! We're looking for admission tickets, hotel overnights, baskets of goodies, and much, much more! Proceeds benefit the MTC Scholarship Fund and the Website Development Fund. We will have the Silent Auction during the Governor's Conference AND an On-Line Big Ticket Auction for larger items that will run from October 5-November 5, 2007.

Visit the MTC website – click on Important Dates/Events – under October 2-5, 2007 Governor's Conference on Tourism there is a link for the donation form. Complete and fax to 573-636-5783 as soon as possible! If you have questions call the MTC office (573-636-2814.)

MISSOURI SHOWCASE – A GREAT SUCCESS! -- At the end of the week-long FAM, the tour planners were tired but extremely excited about the sites they had seen and the contacts they had made around our wonderful state. Our hospitality impressed them. Our teamwork impressed them. Our cities, attractions, hotels, and people impressed them. MISSOURI HAS IT ALL was a resounding comment. Special thanks and appreciation to all who participated in the FAM and Marketplace. Thanks to the Missouri Division of Tourism for partnering and to Cynthia Morris-Sapp of the Division for participating in the FAM. To our wonderful committee and its energetic and dynamic chair, Laura Tobey (Gateway Arch Riverfront), it couldn't have been done without you! To Renee Eichelberger at the St. Louis CVC and her fabulous partners who really know how to roll out the red carpet as our host city – well done! To each and every one of you who helped in any way – you're the best!

If you did not participate, we're afraid you missed out. Participation in this event is affordable – the results are quantifiable – if you want to increase your group business, it only makes sense to participate! Make plans to attend next year's Marketplace event scheduled for August 25-26, 2008 at the Clarion Hotel Sports Complex in Kansas City. The FAM will feature the western portion of our state. If you would like to be a part of the FAM, watch for a commitment form that will be mailed out in November.

Event Calendar:

2007 MTC ANNUAL BUSINESS MEETING – October 3, 2007 – 10:30 am – Noon --
Governor's Conference on Tourism, Tan-Tar-A Resort, Osage Beach

2007 GOVERNOR'S CONFERENCE ON TOURISM – October 2-5, 2007 – Tan-Tar-A Resort,
Osage Beach

2008 TALKING TOURISM WORKSHOP – “Media/Public Relations” – February 27, 2008 –
Capitol Plaza Hotel, Jefferson City

2008 CAPITOL DAYS FOR TOURISM” – February 27-28, 2008 – Capitol Plaza Hotel & State
Capitol Building, Jefferson City

2008 MISSOURI SHOWCASE MARKETPLACE – August 25-26, 2008 – Clarion Hotel Sports
Complex, Kansas City

This email **NEWS IN BRIEF** is being sent to you to keep you informed. If you have additional individuals in your company who would also like to receive this information, please let us know.

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"Tough times never last. Tough people do." - Robert Schuller