

**Old Trails Regional Tourism Partnership
General Membership Minutes
April 13, 2010: 4 p.m.
River Bend Restaurant, Glasgow, MO**

President Don Borgman called the meeting to order at 4 p.m. The minutes of the March meeting were corrected to note that the Education Committee will work with the marketing committee, not recruitment coffees, to provide training on customer service. Minutes were approved as corrected. Stan Moore presented the treasurers report: net income this calendar year to date \$1,146.96. Total liabilities and net worth: \$3,422.92. Stan distributed a membership list and asked that we contact him with any updates. We have approximately 70 members.

Hostess for the meeting, Diana Clarke, gave a brief presentation on shops and points of interest in Glasgow. At the beginning of each meeting we will take about 10 minutes to learn about the host community.

Unfinished Business:

Don requested letters of support from commissioners, city mayors, and other organizations for the application to the State Scenic Byways program. Letters are needed now and are required for application.

In talking with consultant John Whiteman, Don determined there is \$4,000 in his \$80,000 budget for the development of a family of logos and a basic 3-year marketing plan. His associate, Kellie Heppler, has given us a bid for \$3,600 to provide this service. We were favorably impressed with her work presented at our fall seminar on agritourism. Motion was made, seconded and carried that we accept Kelli Heppler's bid.

We were reminded of the Heritage Tourism Conference presented in Chamois, MO on April 21-23.

New Business:

In 2003 Don Borgman wrote the first grant application for a State Scenic Byway designation for a stretch of the Santa Fe Trail from Napoleon to Lexington. In 2006 it became a State Scenic Byway. Don then wrote a grant to secure the services of John Whiteman Consulting to make application for it to become a National Scenic Byway. In surveying the area, John recommended the application be extended to cover a larger portion of the Santa Fe Trail in order to better merit national prominence. Currently there are approximately 135 National Scenic Byways. In order to move from a state to a national byway we must produce a corridor management plan and become "visitor ready." We support the creation of scenic loops out from the main byway, but if there are those who wish to have a State and then National Scenic Byway on the north side of the river, someone will need to step up to do the research and writing.

Motion made, seconded and passed that Stan Moore contact the Missouri Division of Tourism and request that OTRTP host one day at the state tourism booth at the Missouri State Fair.

The ICCVE is sponsoring a Food & Wine Festival at Fahrmeier Farms near Lexington on Sept. 24 and 25. Friday will be focused on FFA groups as an educational component and Saturday will be open to the public. Tammy Jones, Outreach Director, is looking for volunteers. OTRTP indicated we would support this venture.

It was agreed it was a good idea to continue a “show and tell” at the beginning of each session to learn about the host community. We set the following locations for our meetings which are held on the second Tuesday of the month at 4 p.m.: May, (Rocheport); June, (Carrollton); July, (Lexington); and August (Liberty).

Donna reported on an available grant from the USDA called Stronger Economics Together due May 3rd. If we wrote the grant focusing on the agricultural counties in OTRTP, i.e. Carroll, Saline, Cooper, Howard and Chariton, we would qualify, and it would dovetail nicely with our goals. The grant would provide \$15,000 worth of training that could continue to move OTRTP forward. The group consensus was to pursue this grant, and Donna asked those interested in helping write the grant to meet a few minutes following the meeting.

Committee Reports:

Fundraising: Don Borgman reported that increasing memberships is the current priority for raising funds. To date Don has not been able to organize a meeting with legislators.

Andrea Shores with Missouri Agri-Tourism gave an update on Missouri Agri-tourism projects. Currently they have been working with the grant for specialty crops. www.agrimissouri.com is being updated to be more consumer friendly. Don stated that we would like to invite Sarah Gehring, Agri-Missouri Coordinator, to address the group at any time. Perhaps next month in Rocheport might work well for her.

Marketing: Dan Cambridge reminded everyone to go on www.visitmo.com to list events and attractions. This is a free listing through the Missouri Department of Tourism.

Plans are being made to create a PowerPoint presentation of the region and take it on a road show to various communities within the region. We will also conduct a brochure and literature exchange at our May and June meetings. If you agree to take literature make sure you have a visible place to display it. Bring a box labeled with your location/business to the May and June meetings and note how many pieces of literature you can effectively distribute over the next six months. For example: my box might say “Arrow Rock/ 25 brochures” meaning I will display 25 of your brochures in Arrow Rock. If you bring literature, just put it in the boxes.

Vista Volunteer Melissa Beal visited merchants in Lexington and signed up 4 new members. Go and do likewise!

The Executive Committee has appointed Marsha Corbin to serve on the marketing committee. Thanks to Marsha for accepting this appointment.

Education Committee: The education committee will work with the marketing committee to develop and present road shows on the Old Trail Region to various communities within the region in Oct. and November, 2010. In February or March 2011 they will work towards presenting a seminar on hospitality training.

Donna Brown reported on the Ad Hoc committee applying for the 501 (c) (3) non profit status. She reported our application was sent in December 2009. Donna received a notice they are currently processing files sent in November, 2009, so we anticipate another two months or so before we will receive the results of our application.

In other business, it was announced that the Film Festival on Social Justice Issues will be held in Warrensburg on Sept. 10-12, 2010. Because the Missouri Valley Community Action Agency cannot be associated with wine, would the OTRTP be willing to partner and sponsor this aspect of the festival? MVCAA would cover all costs involved. While we do want to support this project, we need to research liability issues.
www.showmefilmfest.org

Announcements:

- A few remaining tickets for the Taste of Home show at the Isle of Capri are available for \$12, see Mike Kellner.
- May 8th there will be a Blues and Cruise event in Rocheport, part of the 20th anniversary of the Katy Trail celebration.
- May 21 & 22 Roger Pilkerton is sponsoring a Plein Air Painting event in Rocheport. He would be interested in working with others to create a Plein Air Painting project for the region.

Meeting adjourned 5:20 p.m.

Respectfully submitted,
Kathy Borgman, Secretary