

**Old Trails Regional Tourism Partnership
General Membership Minutes
May 11, 2010, 4:00 p.m.
Les Bourgeois Winery Bistro, Rocheport, MO**

President Don Borgman called the meeting to order at 4:00 p.m. with 33 people present including several visitors from neighboring Manitou Osage Bluffs Regional Association. The minutes were approved as distributed. The treasurer's report showed a balance of \$3,797.92. Memberships received in April totaled \$375. Motion was made, seconded and carried that the treasurer's report be accepted.

Roger Pilkenton gave a brief history of Rocheport from its days as a river port to the coming of the Katy Railroad and today as one of the anchor towns on the Katy Trail, a Missouri State Park. The 20th anniversary of the Katy Trail was celebrated this past weekend with the governor and other dignitaries in attendance.

Under unfinished business Stan Moore reported he is in contact with the Division of Tourism about OTRTP hosting the tourism booth at the State Fair this August. We have requested the first Thursday. Other good days suggested were the first Saturday and the second Thursday which is Legislator Day. We will most likely need 6-10 people to take turns staffing the booth with 2-3 people at a time from 9-6. Stan will keep us posted.

Don Borgman reported on communication with Kelli Hepler concerning the development of our logo. Dan Cambridge will set up a conference call with her to keep this project moving. Kelli's funding is part of our grant with John Whiteman. There was no report on the fall Wine Festival at Fahrmeier Farms.

Under new business Don Borgman introduced Sarah Gehring, AgriMissouri Services coordinator with the Missouri Department of Agriculture. Sarah announced that an updated web site will be up by July 1: www.agrimissouri.com. A free listing will be available to any agribusiness. At a \$25 level your web site will be added, at the \$50 level you will be included on a printed map, and at the \$100 level you will be featured on the website. They are also looking for new chefs and educational offerings that might be showcased at the state fair and would welcome contacts with such.

Steve Johnson reported on the Chamois conference, "Capitalizing on your Community Heritage." It received good reviews, and there is some discussion that the model might be presented in other locations throughout the state. It was suggested that the Old Trails Region might be a natural partner for such a project with MU Extension.

Don Borgman noted the Boonslick Daily News did a feature article on the OTRTP. He urged other communities to promote media coverage.

Marsha Corbin reported on a grant application submitted to the USDA Rural Development program called Stronger Economics Together (SET). This grant offers training and research to aid organizations such as ours in the development of regional

economic plans. This is a good next step and would help us work directly with entrepreneurs. While it does not give actual dollars and cents, it does provide \$15,000 of support and training. The group thanked Marsha for putting the grant together and participating organizations in OTRTP for writing letters of support.

Tonia Wright of Grace Advertising & Consulting, Inc. has been hosting our web site for free since it went live. She has submitted a bill for \$280 to host the site for the coming year. It was suggested we ask her to reduce the bill by \$25 and thus become a member of OTRTP. Motion was made, seconded and carried that we pay the invoice.

Under committee reports Don Borgman noted that the next priority for fundraising is to work with the education and marketing committees to prepare a PowerPoint presentation that would be available for speakers to take to a variety of community forums. By a show of hands, 6-8 people volunteered to serve on a speakers bureau. Don Borgman requested that people send a list of organizations in their respective communities where presentations might be given.

Donna Brown reminded members about the brochure/literature exchange. This is a good way to cross distribute brochures. Several communities brought brochures to distribute today. There was no education committee report. The 501 (c) (3) ad hoc committee is still waiting to hear about the application which is in process.

In general discussion we were reminded that Farmers Markets were good places to place our information. It was noted we need a brochure for visitors; our current brochure is for membership. It was suggested that as we meet in various communities that the host make a special effort to invite interested people from the area to attend. Hopefully this exposure will increase our membership.

The Missouri Valley Community Action Agency gave an update on the fall Film Festival on Social Justice Issues at Warrensburg. They are still checking into the legalities of OTRTP being the host organization for offering wine at the event.

The meeting closed with the announcement of various biking and canoeing events planned on the river this spring. Steve Johnson noted fliers were available along with the brochure exchange.

The next meeting will be held on June 8, 4 p.m. at J.B. Steakhouse on the Square in Carrollton.

Meeting adjourned.

Respectfully submitted,
Kathy Borgman, treasurer