

**Old Trails Regional Tourism Partnership
General Membership Minutes
August 10, 2010 4:00 p.m.
Carolyn's Cousins Country Pumpkin Patch: Liberty, Missouri**

At 3:45 host Carolyn Raasch gave an overview of the many educational and entertaining activities the Pumpkin Patch provides for people of all ages from a train ride to feeding animals to discovering fossils. They host 100,000 people in a six week period in the fall. Tours were given before and after the meeting.

President Don Borgman called the meeting to order at 4 p.m. with 24 people present.

The Clay County Tourism Council presented a proclamation in support of the work of the OTRTP. President Borgman has met with interested parties who hope to form a similar organization that would go from Lexington to Fort Leavenworth.

The minutes of the July meeting were approved as distributed. The treasurer's report showed a balance of \$3,592.92. Motion was made, seconded and carried to approve the treasurer's report. Treasurer Stan Moore presented a bill of \$715 from Poole Advertising for the rack card. Marsha Corbin moved, Donna Brown seconded, that the bill be paid. Motion carried.

Don Borgman commented on the SET (Stronger Communities Together) grant that was awarded to OTRTP at an August 5 media event held at the J. Huston Tavern in Arrow Rock, Missouri. The presentation was made by Janie Dunning the State Director of the USDA. She offered her support and noted there were USDA funds available for future projects. President Borgman commented that "This is a big deal. We are going to exist; we are starting to get recognition." He recently saw Missouri Tourism Director Katie Steele Danner, and through SET and Sharon Gulick we will develop connections with the Missouri Department of Economic Development.

Stan Moore reported on manning the Missouri Tourism booth at the State Fair. We will be at the booth in the Ag building on August 20. The new rack card is ready for distribution, and volunteers who are covering the day may also bring information from their own communities. Stan signed us up through the Marshall Chamber of Commerce.

It was reported that Tammy Jones is making final plans for the Santa Fe Food & Wine Festival September 25 at Fahrmeier Farms. They have 9 wineries lined up but would like to have more in the way of local meats and cheeses. Julie Rhoads, Center for Agroforestry, UMC, announced the 8th Annual Missouri Chestnut Roast will be Oct. 16, 2010, 10-4 at New Franklin, MO. They will have three wineries and a brewery participating. The event is growing and has 3,000-5,000 people in attendance.

Megan Cadwell reported on the Sept. 10, 11, & 12 Show Me Social Justice International Film Festival in Warrensburg sponsored by the Missouri Valley Community Action

Agency (MVCAA). 135 films were submitted. They plan to show 15-20 that weekend. OTRTP will have a display. They too would welcome food vendors.

Committee Reports

Fundraising: Don Borgman reported plans continue for producing a PowerPoint Presentation to use as a Show and Tell in all our communities this winter to drive memberships. Dan Cambridge is working on this.

Marketing: Marsha Corbin reported the new logo has been well received. She asked Don to check with John Whiteman to see where we stand with funds for more work with Kelli Heppler, graphic designer. The website has been updated and there is now a link for visitors that takes them to categories where there are links to individual businesses. The next step is to develop a professional display so we can easily set up a booth.

Education: Roger Slusher reported the committee is pursuing a Hospitality Workshop at our Annual Meeting which is tentatively set for February 8, 2011. Two potential speakers suggested were Stephanie Roush from Independence and Marci Bennett from St. Joseph. We might also send information about our region to the Heartland Tourism Ambassador Program which operates in the KC region. They will be able to direct visitors to our region.

This Friday a core group from OTRTP will meet with the SET team to outline the 12-18 months of the grant program. The goal is to create a plan that will sustain us into the future. After this first meeting, all other meetings are open to everyone in the organization, and everyone is encouraged to participate. It was agreed that at least for the next three meetings we will forgo our regular business meeting for the SET meetings and only take care of needed business. Potential dates are Sept. 22, Oct. 19 and Nov. 9. Stan will secure a meeting place in Marshall. Times and location will be confirmed after the meeting Friday.

Meeting adjourned 5 p.m.

Respectfully submitted,
Kathy Borgman, Secretary