

**Old Trails Regional Tourism Partnership
General Membership Minutes
June 8, 2010
JB's Steakhouse, Carrollton, MO**

The meeting was called to order at 4:15 by President Don Borgman with 29 people present. Introductions were made, and Sharon Metz, Executive Director of the Carrollton Chamber of Commerce, gave a brief history of the area. Motion made, seconded and carried to approve the minutes as distributed. The treasurer's report showed a balance of \$3,517.92. There has been no income this past month and \$280 was paid for web site maintenance. Motion made, seconded and carried to accept the treasurer's report.

Donna Brown reported that we should know the outcome of the Stronger Economies Together (SET) grant by our next meeting.

Stan Moore reported a new person is coordinating the State Fair Tourism Booth and we do not yet have a date that we may staff the booth.

We will be receiving more information about the Sept. 24-25 Wine Festival at our next meeting.

The Warrensburg Film Festival, Sept. 10-12, will feature a Missouri artisans area and a back lot where food and craft vendors can sell products. The "Nibbles and Flicks" event on Saturday will also feature local foods and wines.

Fundraising Committee: Don Borgman reported he and Dan Cambridge, marketing chair, and Roger Slusher, education chair, have met to begin plans for a PowerPoint presentation that they can take on the road to spread the word about OTRTP. The goal is to have it ready this fall. Don asked that people begin to think about meetings and gatherings where the presentation might be given.

Marketing Committee: Marsha Corbin has join Dan Cambridge as co-chair of the marketing committee. They have talked with Kelli Hepler about the development of a logo, and they anticipate we will have three preliminary designs for review at the next meeting.

Dan reminded us of the brochure exchange available today. We will do this again next spring. Dan asked if anyone would like to join him as an associate to work on maintaining the web site.

Education: Roger Slusher reported that working on the PowerPoint will be the priority for the immediate months. However, there was interest in a hospitality workshop and Roger asked for a discussion about the best time to host such an event. It was generally thought we might do this in the winter. Potential speakers include Shellee Peuster from the Hospitality and Tourism program at Missouri Valley and a speaker on training Ambassadors from the Missouri Division of Tourism. There is a need to train people in

businesses who train the front line people who meet visitors. There is also a need for the “movers and shakers” in the community to learn about being hospitable to visitors and to see tourism as a viable component of economic development. Don suggested that we spend time and money working on getting the right people to such a workshop. Perhaps we can run some different tracks, setting it up like the Women in Ag day.

Connie Mefford reported that the planning committee from the Heritage Tourism Conference at Chamois has some funds left from their grant. Connie would be willing to take a request to them to partner with a training project in the Old Trails Region. It was generally agreed that underwriting a hospitality training session would be good. Another idea that came from the planning committee was to have Meredith Ludwig conduct a training session on how to create a theatre production based on oral histories of local communities. This idea was also well received. Connie will take our request to the University of Missouri Extension planning committee to fund both of these projects

It was agreed that next month we will meet at 3 p.m. for committee and focus meetings followed by the general membership meeting at 4 p.m.

Georgia Stewart-Simmons reported on our 501 (c) (3) status. We were denied this status because we are not totally a charitable or educational organization. Instead the IRS recommended we complete additional paperwork to receive a 501 (c) (6) status, which would allow us to be a tax exempt business league such as a Chamber of Commerce. The additional paperwork has been submitted and we hope to receive approval for that status from the IRS in the near future. The 501 (c) (6) may limit us from applying for certain grants; however, we also have the option of borrowing a 501 (c) (3) status for specific projects.

Marsha Corbin raised the issue of liability insurance as we begin to sponsor or co-sponsor events.

The Missouri Department of Agriculture representative welcomed Old Trails literature and Missouri Agri-business to be placed in the Ag building at the State Fair. They are also looking for food vendors and chefs who would like to do a demonstration program at the fair.

Our next meeting will be July 13 at Christ Episcopal Church in Lexington.

Meeting adjourned 5:15 p.m.

Respectfully submitted,

Kathy Borgman, secretary