



East Region Marketing Tourism Cooperative, Inc. Minutes
Wednesday, February 18, 2009 @ 10:30 a.m.
Hoosier Park Racing & Casino
Anderson/Madison County

Members Present: Gyneth Augsburger, Jean Kraus, Karen Niverson, Debbie Bowsher, Shonda Kane, Kirsten Oswald, Gretchen Lehman, Dana Winn, Trula Cramer, Randy Ballinger, Kelleen Larkey, Polly Juergensen, Maureen Lambert, Connie Potter, Toni Savini, Carrie Makin, Leslie Brewer, Ailesia Franklin, Mica Riddell, Sarah Buckner, Susie Thompson, Diana Michaels, Phyllis Renz, Lee Naftzger, Susan Haller, Emiley Matherly, and Linda Skaggs.

President, Maureen Lambert called the meeting to order at 10:45 a.m.

Minutes

The minutes from the previous meetings were brought before the board. Ailesia Franklin motioned to accept as presented, Trula Frank 2nd, motion passed.

Financials

There was no report, financial tabled to the next meeting.

Committee Reports

- A. Tourism Council: Randy had nothing new to report. Thursday, 9:30 am, March 5 is the next meeting at the Indiana State Library and he encouraged everyone interested to attend. They are open to anyone and attention will be emphasized on the different legislation at the state house this session.
- B. Indiana Office of Tourism Development: Kelleen Larkey reported on the FSI being a separate co-op opportunity. The Listing grids have a rate increase this year but the state is still expecting 600,000 distribution for 2010 & 2011. The Indiana Festival Guide will not be produced by the IOTD but will be produced by the Festival Association. Emiley spoke on the Media Marketplace. The date is April 21 at the State Fairgrounds. Michael Hicks will be presenting his finding at the Tourism Council. Hoosier Hospitality is March 24-25. She stressed that people can apply to have any packages put online in the IOTD's website for free. Just apply them through the advertising portal at the state website, www.visitindiana.com. The state is researching the ability to land their site in the top two sites during a search with places like Google and MSN. They are looking at ways to optimize their presence on the web.
- C. Indiana Foodways Alliance: Susan reported that there is a new partnership with the Artisan Project through the state. They received funds for this project and are partnering for 2-3 food expos. Miami County is the newest member in IFA. Check with the IFA website to confirm information is correct. They were on site for the legislation to adopt the Sugar Cream pie as the state pie. The IFA office is now officially located in Anderson/Madison County. Any food related events need sent to them or by

email to IFA.

- D. Membership: Maureen passed out a membership list and asked all to confirm their information. If any changes need to be made, please send info to Susie Thompson and she will pass that info along. Those members not paid will not be listed in the new brochure. The brochure is being proofed and will go to print as soon as possible. We need to pursue new members and grow our organization.
- E. Website: The website needs to be viewed to verify information. If there is any changes that need to be made, please send that info to Susie and she will pass it along to the webmaster.
- F. Marketing Committee: Maureen received an email from him stating that we are waiting on five members to send their information to him for the brochure. He is shooting for March 15 as the date to have the brochure be at the printers.
- G. PR Coordinator: Maureen reported that there has been one resume received for this position. The position will be contracted position for 20 hours a month. If anyone is interested, please send a copy of their resume to Maureen via email.

New Business

The ERTMC will be participating in the Media Marketplace. Susie and Debbie have agreed to represent the East Region.

White Water Broadcasting have 2 speakers here today, John Westover and Steve Fray. They will be presenting a marketing opportunity that some may want to take part in. They represent a radio station that reaches an Indianapolis, Cincinnati, and Dayton triangle area of 13 counties.

Old Business

Debbie reminded everyone that if you want information out at the south Bend show on March 6-8, please get 25 brochures to her before. She also reported on the AAA travel show in Columbus, OH. Over 300 leads were received and she will send them out to those that had a basket/give away at the show.

Mike Kase spoke on Hoosier Park and the day trip opportunities available.

Several Announcements were made.

ADJOURN

Meeting was adjourned by consensus at 12:00 pm.

Next board meeting will be April 15 at Minnestrista in Muncie.

Respectfully submitted, Susie Thompson - ERMTC Secretary