



**DMAND Minutes
April 29th, 2007
Fargo, ND**

Introduction/Members Present: Teri Onsgard, Julie Rygg, Sheri Grossman, Cole Carley, Bryan Shulz, Wendy Howe, Sandy Dobmeier, Terry Harzinski, Don Sobolik, Amy Braun, Terri Theil, Sara Otte Coleman, Leona Odermann, Judy Hoffer, Nina Sneider, Dean Ihla, Mary Lee Nielson, Joan Zimmerman, Wade Westin

Special Presentation by AAA: Carol Johnson of AAA made a special presentation regarding advertising in the AAA Tour Book. She spoke about North Dakota doing a collective piece that would fold out in place of the individual ads we are currently placing. She felt this would draw more attention to North Dakota and give the destinations that participate more visibility. She also indicated that they have had other states and locations in Canada that were doing something similar.

Approval of Minutes – January 18th, 2007 – Cole made a motion to approve, Sara seconded, no discussion, motion approved.

Financial Report: Wendy gave the financial update, Bryan made a motion to approve, Sheri seconded, no discussion, motion approved.

DMAND Officer Recommendation: Teri reported that Dusty Zimmerman is no longer with the Minot CVB and she had held the Vice President office with DMAND. The Executive Committee met and is recommending that Wendy Howe move into the Vice President position and Sheri Grossman assume the Secretary/Treasurer position. Cole made a motion to approve the Executive Committee's recommendation, second by Terri T., no discussion, motion approved.

ND Tourism Conference Update: Bryan reported that at this time 214 attendees were registered for the conference and an additional 20 for the Award luncheon. He also reported that he estimated that the conference would most likely break even comparing the expenses to the sponsorships and registrations. Bryan also reminded everyone that the dates for the Tourism Conference are set through 2010.

Scholarship Update: Terri T. reported that 9 scholarships were awarded and 1 was unable to attend the conference. Several of the award winners were NDSU Hospitality students. In the future we hope to see continued growth in the number of applicants.

ND Tourism Update: Sara reminded everyone that she would be giving a full update at the Conference on Tuesday including information about their new enhanced website which will include new features making it easier for partners to update their information, an area for news releases, and several other new features.

Sara reported that now that the Legislative session is over we as a tourism industry need to work on educating the Legislators and our community in the interim on the impact of Tourism on our state and the how the State needs to be funding revenue generators such as tourism. Sara also mentioned that ND Tourism will be hosting a PR/Motorcoach trip to Regina in June and one in Denver or Chicago later in the year.

Sara also reminded everyone of National Tourism Week. ND Tourism has pitched the idea of covering an attraction a day to media across the state.

Travel Leadership Summit: Sara reported that the dates for the Travel Leadership Summit will be September 26th and 27th. She is anticipating doing something similar to last year. She will put the event on both Senators' schedules and Rep. Pomeroy. She has visited with Senator Dorgan's office to get his office more involved. She will also add the event to the Governor's schedule.

TAP Update: Cole reported that TAP will be meeting on Tuesday morning at 7:30 am and that all DMAND members are welcome to attend.

UMCVB Update: Wendy reported that the UMCVB conference will be held in south Sioux City Nebraska September 16th – 18th. There are several excellent speakers scheduled and tracks will include a sports track, CEO, Sales, and Marketing. There will also be a session on Community Crisis and awareness.

Tourism Awareness Project: Terry Harzinski presented the idea of a committee being formed through DMAND that would like at the project of promotion and education of the impact of the tourism industry in North Dakota. After discussion there was consensus that the committee should be formed and the members of the committee would be: Terry Harzinski, Cole Carley, Julie Rygg, Terri Theil, and Wendy Howe.

Next Meeting: The next meeting will be held in Medora on July 10th at 10:00 am at the Roughrider Hotel at 10:00 am Mountain Time.

Meeting adjourned.