

Mid-Missouri Regional Planning Commission  
Luncheon Meeting  
Wednesday, October 28, 2015  
Meeting Summary

**Attendees:**

Cindy Hall  
Lyn Woolford  
Jessi Kendall  
Sam Stroupe  
Cheri Reisch  
Crystal Castell  
Joyce Doty  
Jane Hurtt  
Greg Kelly  
June Kelly  
Gayla Dun  
Sarah Graff  
Julie Thacher  
Betsy Farris  
Julie King  
Gary Jungermann  
Kris Scheperle  
Doug Reece  
Les Hudson  
Dan Atwill  
Donna Hilgedick  
Ed Siegmund  
Lee Ann Jestis  
Katrina Williams  
David Bock  
Debra Griffin

**Representing**

Senator Claire McCaskill Representative  
City of Ashland  
City of Ashland  
Howard County  
City of Hallsville  
City of Blackwater  
City of Blackwater  
New Bloomfield Historic Committee  
Sturgeon Festival Committee  
Sturgeon Festival Committee  
Fulton Festival Committee  
Senator Roy Blunt Representative  
City of Boonville  
Boots N Blues  
Boots N Blues  
Callaway County  
Cole County  
City of St. Martins  
City of Fulton  
Boone County  
Hartsburg Pumpkin Festival  
Mid-Missouri Regional Planning Commission (Mid-MO RPC)  
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**Welcome and Introductions**

Chairman, Gary Jungermann, Callaway County Presiding Commissioner, welcomed attendees at 11:38 a.m. and introductions were made around the room by those in attendance.

**Presentation**

Featured speaker was Dan Lennon, Director of the Missouri Division of Tourism (MDT). Mr. Lennon's discussion focused primarily on the partnership opportunities offered by MDT to members of the tourism industry. He noted that tourism-related businesses and events in Missouri are eligible to post information at no cost in the Official Travel Guide and on VisitMO.com.

MDT deploys two themed e-newsletters each month (50,000 to 75,000) per newsletter to specific audience sets. E-newsletter pages link to stories housed on VisitMO.com and feature businesses and events already listed on the website. MDT has a strong social media presence, primarily maintaining channels on Facebook, Twitter, Pinterest and YouTube. In addition, MDT offers speaker opportunities on a variety of subjects related to tourism and online marketing webinars, presented by leading experts in digital tourism marketing, free of charge.

Mr. Lennon also discussed the Promote Missouri Fund Program (PMF) that offers a Marketing 50/50 Matching Grant for certified DMOs, the Collective Marketing Initiative for print/digital/sports partnerships for all DMOs, and the Marketing Platform Development that offers a 50/50 matching grant program, a one-time investment in website development, visitor profile study, creative strategy and social media strategy. The requirements for participation in the PMF programs are provided on the [industry.visitmo.com/Partnerships](http://industry.visitmo.com/Partnerships) website.

### **RPC Activity Report**

Ed Siegmund, Mid-MO RPC Executive Director, followed the presentation and luncheon, with a brief review of the services that the RPC offers to its members.

Meeting concluded at 1:00 p.m.