



Minutes from meeting on June 16, 2009

Following are the minutes from the June Meeting of the Metro Memphis Attractions Association, which was held on **Tuesday, June 16th at the Woodruff-Fontaine House Museum**. 28 members and guests were in attendance. If you have any questions or comments relating to this meeting and/or the information provided here, please contact a Board Member for assistance or clarification.

Peggy Lowell, President of APTA Memphis Chapter and Director of Woodruff-Fontaine House Museum, welcomed us to the Carriage House where we enjoyed a delicious catered lunch provided by **Another Roadside Attraction**. The Woodruff-Fontaine House was built in 1871 and is on the National Register of Historic Places. The Museum is open Wednesday- Sunday from 12- 4pm. The Museum also opens its doors for special events, including weddings. Peggy offered to take everyone on a tour of the house after the luncheon.

Guest Speaker & Presentation: Scott Blake, Executive Director of **Victorian Village Inc. Community Development Corporation**

Bio: Scott has been a community activist in the Village for over 15 years and was one of the founding members of the CDC in 2006. Scott is the owner of **Design 500 Inc.**, a museum planning and attractions design firm. Through Design 500, Scott has personally restored four houses listed on the National Register of Historic Places. In May, he was awarded the National Medal for Historic Preservation from the Daughters of the American Revolution. Their clients include the Elvis Presley Birthplace in Tupelo, MS, the Tunica CVB, the Fire Museum of Memphis and FedEx.

Highlights: Scott's vision and dream is to have a new "Walking Neighborhood" that brings life, a heart of activity and vitality back to this historical village. Their plans feature a comprehensive structure between the existing residents, owners, community investors and supporters, etc., working together to create a cohesive partnership whose goals are to restore the entire neighborhood from the perspectives of homeowners and tenants, business owners to the historic community, to tourists and visitors from all over the world. One of the key features will be implementing a job training program for low income residents to become tour guides of their historic neighborhood, for which the University of Memphis will offer a 12 week certification course certification. Plans for walking tours will be scheduled by the end of the year.

Please visit their website at www.victorianvillageinc.org for more information and to become a "Friends of the Village" Member. Memberships start at \$25.00.

Scott's presentation can be found on the MMAA website.

MMAA President's Comments:

Sheri Monroe thanked Scott Blake for speaking at our luncheon and for sharing exciting plans for Victorian Village and the future development of the area.

The May Monthly Minutes and Treasurer's Report are posted on the website. The motion to approve was made by Chris Roan, seconded by Brian Carter, and the motion carried unanimously. The by-laws have been revised with the amendments approved at recent meeting and will be posted on the "Members Only" page on the MMAA website. Members will be emailed the password for this page.

Sheri distributed and discussed a membership survey. The survey gives each member an opportunity to make suggestions and rank a variety of projects to increase exposure, strengthen cross-promotional relationships and generate more awareness of our organization as a whole. The survey will be emailed to the membership and once completed can be emailed, mailed or faxed back to MMAA. We would like to receive all surveys by the end of June.

TIM, Tourism In Motion also attended the meeting courtesy of **Fannie Garner** from the **Blue Shoe Brigade**. Guidelines for booking TIM will be posted on the MMAA website. TIM is filled with maps and brochures and very popular at downtown events and locations. TIM can often be found parked at Union and South Main and attending special events.

Committee Reports:

Membership: Presented by Renee Cook: The **Spring Membership Campaign** has ended and our **membership increased 36%!!!!** We would like to congratulate and THANK everybody who worked on the campaign. We welcome **17 new members!** Renewals plus new members = **47 total MMAA Members!** Please check the website for the updated listing of all of our members!

Prizes were presented to the following campaign winners:

- 1st place:** **PAT AGNEW, SUMMIT MANAGEMENT:** Roundtrip Getaway Trip via Amtrak to New Orleans & a Three (3)-Night Stay in the French Quarter
2nd place: **KATHLEEN GREEN, SWEET MAGNOLIA TOURS:** Dinner for Two (2) at Chez Philippe
3rd place: **SHERRY GOLDBERG, DOUBLETREE EAST:** Two (2) Tickets to “American Idol” Show at the FedEx Forum

Dues for any NEW members joining after May will be *pro-rated* through the end of the year.

Please continue to encourage new members to join! We are almost at our goal of 50 Members!!!

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- **Deborah Crawford, Premier Transportation:** HSMIA Upcoming Schedule: **July 8th** Holiday Inn East-Revenue Management/ Certification opportunity valued at \$300.00; **August 12th** - Harrah’s in Tunica, Ollie Mannino will speak on *Work/Life Balance*; **September 18th** - Doubletree East, 2nd Annual Chinese Auction, 7pm. Deborah will be conducting Customer Service Training at Premier Transportation for cab drivers. This provides an opportunity for MMAA Members to market their property/service to over 100 drivers. Please contact Deborah if you would like to offer free or discounted admission for drivers, or for more information. Deborah@premierofmemphis.com.
- **Chris Roan, MCVB:** **June 24th** is the Annual Meeting to be held at 5:30 on the rooftop of the Peabody. **June 30th** is the end of the fiscal year & deadline for sending in listings for publications, please check website to update listing in publication; The CVB is the Title Sponsor for the Nascar Truck Race to be held on June 27th at the Memphis Motorsports Park; Chris donated tickets to the race.
- **Brian Carter, Memphis Zoo:** The Cat House will be 100 years old and there will be an event to celebrate on **July 4th**. ALL former and current military personnel + guest will be welcomed into the zoo FREE OF CHARGE!
- **Sheri Monroe, Shelby Farms Park Conservancy:** *Join in June* is a membership opportunity with dues starting at \$25.00. New members will receive free customized t-shirts featuring their choice of park activity as well as discounts to membership events. Check out the website for more details www.shelbyfarmspark.org
- **Shirley Davis Conner, Graceland:** Brochures for Elvis Week are available for distribution.

DOOR PRIZES were donated by Nora Tucker, Victorian Village; April Brasfield, Memphis Convention Center; Mike McGee & Adrian Franklin, Harrah’s Tunica; Andrew Moore, Playhouse on the Square and Pam Hetsel, Memphis Rock ‘n’ Soul Museum. We appreciate their generosity and support!!!

THANK YOU to our **Member Spotlight Participants**, Nora Tucker, **Victorian Village, Inc** and April Brasfield, **Memphis Cook Convention Center!**

The next meeting will take place on AUGUST 18 at the BOTANIC GARDENS. Our Guest Speaker will be TN Commissioner of Tourism, Susan Whitaker, who will give us a sneak preview of information from the TN Governor’s Conference on Tourism in September. Check out www.memphisattractions.org for details & directions.

Meeting Adjourned.