

# CVB board seeks new members

## Tourism group changes focus to developing attractions

The Greater Mankato Convention & Visitors Bureau is seeking new board members to fill four open seats on the newly structured 16-member board.

A nomination committee has been formed to select new board members, who will be responsible to help guide the CVB in its efforts to attract visitors to the community and help build the CVB as a destination management organization.

As a destination management organization, the CVB is making major changes. It is growing from a sales and marketing organization that simply tries to lure visitors to the community to an organization that is motivated to actually build the community as a more attractive visitor destination.

Research and development, master planning, product development and advocacy is an area this CVB has not really ventured into before. This transition has caused a need to expand the board from 12 members to 16 so that there are more voices and influence around the table that can help build the destination.

“ We need the meeting organizer, the small business owners, the artists, the restaurateurs, the sports enthusiasts, and the leisure travelers, to join the professional team of convention and tourism planners in the Greater Mankato area,” said Paula Marti, the chair of the CVB nominating committee.

Nominations are due Jan. 30. The committee is looking to fill two at-large seats, one developer seat and one retail seat. Those interested should contact the CVB at 507- 385- 6660 or online at [www.visitgreatermankato.com](http://www.visitgreatermankato.com).