

**Pulaski County Board of Tourism
Regular Board Meeting
April 20, 2006**

Members in Attendance: John Greenlee, Pres., Twyla Cordry, Vice Pres., Bob Sutcliffe, Sec., Dorothy Secrest, Rep., Todd Bailey, Rep., Ronnie Layman, Rep., Marsha Mercer Hotel Alternate Rep.

Members Absent: Dave Kessler, Treas., Steve Ehrhardt, Rep., Rebecca Beck, Rep.

Also in Attendance: Andy Thiem, Director, Beth Wiles, Business Manager, Patty Newlon, Visitor Center Manager.

Meeting held at the Pulaski County Visitor Center with President John Greenlee calling the meeting to order at 5:30pm.

Board Pres. John Greenlee asked if there was no objections that we move new business to the beginning of the meeting do to the guest speaker needing to leave for another meeting. The new business will be put for consideration back to new business at the end of the meeting.

New Business: Waynesville Councilwomen Luge Hardman, representing the Waynesville Downtown Beautification committee, spoke to the board concerning the beautification project. Each board member received a brochure of Waynesville, Past, Present and Future, Downtown Beautification Project, five year plan of the "Roubidoux Historic Transportation and Pedestrian Enhancement Program, along with a map of the Roubidoux Trail improvements. The Waynesville Beautification Committee is asking the Pulaski County Tourism Bureau Board of Directors to be a partner in this project by donating \$5,000.00. If the funding is met for this project Waynesville will be certified as part of the National Park Service Historic Trail System.

Review of Minutes: Regular board minutes from March.

No discussion no corrections, motion made, second and passed. Motion to accept March Board Minutes.

Treasurer's Report: Given by Andy Thiem in absence of Treasure Dave Kessler. Revenue is up for February and looks like it will be the same for March. Very little activity in extra ordinary items. Marketing expenses are up; \$1,200.00 that is timing for

the E-Brochure that we purchased that is budgeted in October. The board asked that we go back to past board minutes to see if the Chamber of Commerce is to be paying part of the cleaning bill. Net income -\$745.40 on a budget of -\$11,760.00 so we are ahead. No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Report: Workshop: Strategic Planning: Committee met and continues to move forward on their goals of working on strengths and weaknesses. Next meeting will follow this board meeting.

Director's Report: Andy Thiem:

- 1. Marketing Update:** Spring ads are out, and we just got in around 900 leads. Informed the Board that the Missouri Division of Tourism Director has resigned effective August 1st. There will be a nation wide search for a new Director. We have post cards being printed of the Old Stage Coach Stop, Old Court House Museum, Old Main Gate of FLW, and Frog Rock. Cards are being sold at .40¢ each or three for \$1.00. Will see how sales go and possibly have more made of other photos. We are still working on this military challenge Mo. State Games festival concept with FLW. They are far enough along that they have a budget. To make it successful here we would have to generate about \$7,000.00 in sponsorships. Andy would like to get the Board's input to see if they think this is realistic and if it is something we would like to continue to pursue. The Board would like to see Andy to continue to pursue project.
- 2. Meetings:** Just had MHLA meeting, they are up and going strong. MACVB Executive Committee meeting next week and will be preparing for the annual meeting and the nominating committee. Will also be at the Division of Tourism for the Advisory Marketing Council on the Co-Op guide lines.
- 3. FLW Update:** They have changed the point of contact for group tours; it is now through Executive Services. We are trying to work out concerns, and problems. We have a new Garrison Commander coming in, in June. Have already asked P.A.O. to set up a meeting for Andy to introduce him self and inform him of what we do and the partnering we have with FLW. General Castro is leaving but it has not been announced when.
- 4. Visitor Center Info:** For March, we had 435, visitors that is up 10% and total Y.T.D. 1,019 visitors, up 40%. Phone inquires 264, up 60%, total Y.T.D. 596, up 100%. Top five

states based on inquires: #1 MO., #2 TX., #3 IL., #4 OH., #5 CA. Total inquires 1,285 that is down from 3,661 last year so we are at about a third, but the Spring Insert printed in March of last year. We are getting close to finalizing our report for occupancy; we had all but Microtel, Ramada, Budget Inn, Villager/Knights Inn, Star, Alpine Haus, and Ranch. Those are quarterly (all but Villager/Knights Inn and Budget Inn). With out those properties we are at a 59.25% occupancy and \$57.82 A.D.R. Andy needs to request from the Board that the June 15th meeting be moved to June 8th as he will be out of town. Motion made, second, and passed. Motion to move Junes Board meeting from June 15th to June 8th. No discussion, motion made, second, and passed. Motion to approve Director's report.

Motel Tax: For February we are at \$26,538.85. Last year we were at \$16,377.62. For the month of February we are up 62% in revenue over last year and 50% Y.T.D. over last year. All properties are current.

Old Business: No old business to report

New Business: Discussion of Waynesville Downtown Beautification Plan Proposal: Discussion, motion made, second and passed. Motion to accept their proposal and become a partner with a \$5,000.00 donation, payable before the year end.

No discussion, motion made, second and passed. Motion to adjourn meeting at 6:20pm

