

**Pulaski County Board of Tourism  
Regular Board Meeting  
August 17, 2006**

**Members in Attendance:** John Greenlee, Pres., Twyla Cordry, Vice Pres., Bob Sutcliffe Sec., Dave Kessler, Treas., Todd Bailey, Rep., Dorothy Secrest, Rep., Ronnie Layman, Rep., Steve Ehrhardt, 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.

**Review of Minutes:** No discussion, no corrections, motion made, seconded and passed. Motion to accept the July board meeting minutes.

**Treasurer's Report:** We are about 8% over in expenses, this is due in part to timing. We have moved \$20,000.00 from the general fund to the money market for the building fund. Income was \$38,975.94, total expenses \$28,170.79 leaving us with a net income of \$10,805.15. Due to three pay periods within the month there was \$3,300.00 in extra payroll, Y.T.D. expenses are \$1,500.00 over, so there is really a net savings of \$1,800.00. Year to date we are under \$3,000.00 for payroll. No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

**Committee Report:**

**Strategic Planning:** There was no Strategic Planning meeting held in July. Strategic Planning meeting will be held following the Board Meeting this month.

**Director's Report: Andy Thiem:**

- 1. Marketing Update:** Brumley Sing finished in Lebanon the first weekend in August. It was very well attended with almost 15,000 people. The hotels filled up around here along with Marshfield and Springfield. They have re-signed for

next year. Will try to work a little more closely with them next year with the organized groups that are coming to try and work out something with the hotels and provide a shuttle service back and forth to Lebanon. The Reunion Network show in October in Peoria has been canceled. We will move to the next closest show for us and that would be Dallas in the spring. Have a lot of good articles in, Have a half page editorial and a half page ad in The Reunion Network magazine. The Rt.66 issue had a two page spread on Ft. Lost in the Woods, and also have an ad out in the Group Tour magazine. Had a meeting today with the owner of Ozarks magazine which has been out about nine months and is centered around ozark livings. So we should see some editorials from that. Governor's conference is next month in St. Charles and will need to know what Board members will be attending. We think we have the final proof of the new visitors guide and then we will move onto the selling stage we get a 30 day window to presale our ads. Everyone from the Board is invited to the open house of the new Freedom Elementary school, Thursday August 24<sup>th</sup> at 6:00pm with an ice cream social to follow.

2. **Meetings:** Had a small market meeting for MACVB, we are doing the receptive reception on November 14<sup>th</sup> at the new Hilton on the Branson Landing. They agreed pending approval by the Board to create a co-op marketing fund for all the small DMO's. Had the quarterly hotel meeting yesterday, we changed it from a breakfast meeting to a reception in the afternoon. We picked up a few more new members by holding it in the afternoon so we will try it again at the next meeting to see how it goes. Covered that Per-Diem will go up to \$70.00 October 1<sup>st</sup>. Will be at Missouri Show Case Sunday and Monday of this week in Kansas City. That is the tour operators we go meet that are interested in Missouri. Of all the appointments that we have almost 60% have specifically requested us. And only two of those we have talked to in the past 3 years. Had a good interview on the radio with KJPW, they are setting up a monthly talk show with us. Had a good couple of Fair Board meetings. James Rink has stepped down from the Fair Board President position and they have elected Andy as their new Fair Board President. They are currently looking for someone to fill an open Board seat. The Board is currently running about 4 months ahead of schedule for next years planning. Had a meeting with Bill Lewis owner of Halo Candles. He is set up to have groups come in and make candles. We will add his shop to our itinerary for tours.

3. **FLW Update:** Had a meeting with Show-Me State Games. We have three dates in the spring that we sent to Ft. Leonard Wood for review. Have fourteen sporting events that we are looking at. Looking at between 700 and a 1,000 people attending. Col. Megnia the new Garrison Commander is on board and is very excited and has asked all of his staff to support us in what ever way they can. Will have a follow up meeting prior to the end of September with Show-Me and FLW. Looks like it will be held the last two weekends in April or the first week in May. Have another meeting with Col. Megnia next week to get to know each other better.
4. **Visitor Center Info:** For July we had 834 visitors thru the doors, and 275 phone inquires. That is up 15% on foot traffic and up 82% on phone inquires. Y.T.D. we are up 21% on foot traffic and we are almost double in phone inquires. Hotels occupancy we have been looking at for the June revenue that puts us at 61.77% occupancy \$64.55 ADR. We had to estimate three properties.
5. **Website Info:** Web pages top three states: MO., IL., TX. Y.T.D. MO., IL., TX., FL., CA., KS. Sources are; Spring Insert, Ebrochure, Missouri Vacation Planner, AAA Traveler. Top web pages; Lodging chart, FLW, Calendar, Restaurants, Fishing. The down loads are the driving brochure, our directory, Waynesville, hotel rack card, sport guide. We had 636,000 hits in the month of July, Y.T.D. we are at almost 2.7 million hits. We are more than double from 2004 and 2005. Total visitors to the site 33,612 and 9,444 were unique visitors to the site. 160,000 total visitor Y.T.D. and 54,000 new visitors Y.T.D.

No discussion, motion made, seconded and passed, motion to approve the Directors Report.

**Motel Tax:** We have three properties that are delinquent for June; Ranch, Villager, and Ft. Wood Inn. A reminder letter has been sent out.

No discussion, motion made, second and passed, motion to accept Motel Tax Report.

**Old Business:** Show Me-State Games sponsorship update: Was discussed in directors' report. Also the Waynesville – St. Robert Chamber of Commerce discussed and voted to support this. Still working with the restaurants to get their support.

**New Business:** Holiday operations for Visitor Center: Todd has asked to discuss closing the Visitor Center on holidays. The last few holidays we have had very few visitors. We do have state maps and visitors guides available out front for visitors when we are closed. Discussion, motion to close the Visitor Center on all major holidays, seconded and passed.

Twyla Cordry brought in a flyer on a cross country bike ride that will be making a stop in our area at the Elbow Inn in Devils Elbow. Would like to see if the Board would like to help support them by a donation of water or something. Twyla and Andy will collect more details and see how many people will be attending to see how much of a donation we need to make.

Todd Bailey informed the Board that the City of Richland and the Chamber of Commerce will have a meeting with Mo-Dot concerning Richland as a stop for Amtrak. They have a large building that can be used as depot that would be able to accommodate many things including a cafeteria.

We have a nomination for Stefano's Pizza & Gyros to fill the restaurant position on the Board; Rebecca Beck has left Ryan's and moved out of the area. Galya is the co-owner of Stefano's restaurant in St. Robert. Discussion, motion to accept Stefano's Pizza & Gyros as the new restaurant representative for the Pulaski County Tourism Bureau Board of Directors, seconded and passed.

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