

**Pulaski County Board of Tourism  
Regular Board Meeting  
January 26, 2006**

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

**Members Absent:** Edijon Saxton, Treas.

**Also in Attendance:** Andy Thiem, Director, Beth Wiles, Business Manager, Patty Newlon, Visitor Center Manager, Marsha Mercer, Ehrhardt Properties, Chuck Boone, KJPW, Darrell Todd Maurina, Daily Guide

President John Greenlee called the meeting to order at 5:30pm.

**Review of Minutes:** Regular board minutes from December.  
No discussion no corrections, motion made, second and passed. Motion to accept December Board Minutes.

**Treasurer's Report:** Treasurer's report given by Andy Thiem in the absence of Treasurer Edijon Saxton. Trial balance is at \$100,841.70 for November. Budget; revenues are way up over our revised budget. Had a savings in travel and expenses. Net income of \$8,761.00 on a budget of -\$5,623.93 with a balance of \$14,384.93 over budget. No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

**Committee Report: Volunteer** – No report was given  
**Strategic Planning** – Strategic Planning Board will meet after  
Tourism Board meeting.

**Director's Report:** Andy Thiem  
**1. Marketing Update:** Andy gave the Board a report showing the top ten inquiries by states for 2003 – 2005 for the leisure and group markets. Bank Travel and Missouri Vacation Planners are out in the market. Spring insert has hit some markets, and Group Travel and Group Tour Leader are to hit soon. Kansas City and Chicago Sports shows are complete and both shows were well received. We have had several organizations send their brochures with us to the shows; this is the first year for this program.

- 2. Meetings:** Met with individuals from the Show Me State Games and Missouri State Senior Games. Toured Ft. Leonard Wood and were very impressed with the facilities we have and the close proximity to each other. They definitely want to do something and will now go back and see what opportunities they have to bring. The information has been sent to Ft. Leonard Wood to get their input and see if there is a level of interest and if so we will pursue it from there. The Brumley Sing has booked in Lebanon for August and will bring 6,000 to 7,000 people to the area for hotels and restaurants. Had a round table discussion with Representative Day and speaker Jetton, talked about the state of Missouri and some issues the Republican's are working on and some issues that we as a community felt the state should be working on or addressing. Andy has been asked to speak at the Lebanon Rotary on February 16<sup>th</sup> to enlighten them on Pulaski County. Will be at Capital Days in Jefferson City on the February 22<sup>nd</sup> and 23<sup>rd</sup>. Currently we are working with 6 tour groups and a military reunion. While Andy met with David Day reviewed his initial legislation that has not been filed yet on changing the definition of transient guest from 30 days to 90 days.
- 3. FLW Update:** Not much is going on at FLW, couple of production, Post Cards for Buster and the Wall Street Journal.
- 4. Visitor Center Info:** We are starting to get our surveys back. Ryan's will start serving breakfast on the weekends and has invited us to come on Friday to give them a try. December referrals #1 Fl., #2 MO., #3 TX., #4 OH., and #5 Canada, we are researching that because we are not doing the Canadian advertising anymore. From the source #1 MO. Fall Insert, #2 Southern Living, #3 AAA. Visitor Center stats for December, 227 visitors up 14% from last year. Phone inquires 176 up 260% from last year. Y.T.D. visitors were up 70% from last year and phone inquires up 72% from last year.
- 5. Website Info:** Total hits 216,000 for the month of December up from 105,000 from last year. Total visitors 12,236 from last year of 9,310. Total unique IPS 4,794 this year from 3,012 last year. Y.T.D. total hits up 35% total visitor up 25% and unique IPS up 32%.

No discussion, motion made, second, and passed. Motion to approve Director's report.

**Motel Tax:** We are running two months behind in reporting, for November \$28,058.72 up 22% over last year. Y.T.D. \$319,674.82 that puts us down 9% from last year. We have

changed our lodging tax form to start tracking exempt room sales receipts in build up for this legislation to change the transient guest tax so we have some hard numbers to what impact that makes on us. Just in the ones we received for the month of November it is \$133,000.00 in exempt room sales. That was \$4,000.00 in tax that was not generated because of the definition the transient guest tax.

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

**Old Business:**

**New Business:** F.Y.I. from Todd Bailey, the Richland Chamber of Commerce and the City of Richland has joined together to restore the city gym to make it a multi purpose center and will be open to the public.

The Board inquired about the status of the advertising panels.

Motion made, second, and passed. Motion to adjourn meeting at 6:05pm.