

**Pulaski County Board of Tourism
Regular Board Meeting
June 8, 2006**

Members in Attendance: John Greenlee, Pres., Bob Sutcliffe, Sec., Todd Bailey, Rep., Marsha Mercer Hotel Alternate Rep., Rebecca Beck, Rep.

Members Absent: Twyla Cordry, Vice Pres., Dave Kessler, Treas., Dorothy Secrest, Rep., Ronnie Layman, Rep., Steve Ehrhardt, Rep.

Also in Attendance: Andy Thiem, Director, 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 May board meeting minutes.

Treasurer's Report: Trial report; building fund \$82,977.02, checking account \$18,840.52, retail sales \$100.00 total \$101,917.84. Budget for April is up in revenue again for the sixth straight month. Nothing out of the ordinary on expenses, over all looks good, budgeted for a negative of \$21,104.42 but came in at a negative \$7,102.36 which puts us \$14,002.06 in the good.

No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Report:

Strategic Planning: Committee met and are continuing planning.
Strategic Planning meeting to be held following the Board Meeting.

Director's Report: Andy Thiem:

1. **Marketing Update:** Have gone through editing of the first half of the 2007 visitor guide. We have received approval on both our MO Division of Tourism cooperative marketing grants. The Leisure grant was for \$21,234.00 and the Convention Marketing grant was for \$18,488 for a total of \$39,722.00. Its time to meet with Sprenger McCullough for new ads for 2007 that will include billboards. We have had an inquiry for a catering job for 600 people for the end of

June; we are assisting them in finding caterers. It is that time of year for the outdoor leisure sport and travel show. If we are going to do these we need some input from the Board about how to approach those. Need to know from the Board do we do those ourselves as we have in the past and then sell to companies that may want to send brochures with us, or do we split the cost of the booth rental and everything or take the booth rental and ask the outfitters to go represent the county at those shows. Continue to do as we have in the past.

2. **Meetings:** Just finished the Mo. Association of CVB's annual conference. They had a meeting on strategic planning, so it good to know that we are on the right track. Andy will be out at Operation Home Coming in Branson from June 11th – 17th. There is a Tourism Commission meeting on June 13th at Lake of the Ozarks. Chamber of Commerce luncheon on June 14th. June 23rd is the Garrison Farewell Dinner, Army birthday Ball is June 16th, there is also a Mo. Hotel Lodging meeting June 20th.
 3. **FLW Update:** Have asked P.A.O to set up a meeting for an introduction with Col. Megnia the incoming Garrison Commander and General McCoy the Commanding General.
 4. **Visitor Center Info:** Leads for May #1 Mo. Spring insert, #2 Mo. Vacation Planner, #3 Group Travel Leader, #4 Southern Living. Top 5 for the state for May #1 IL., #2 MO., #3 TX., #4 KS., #5 Ca. for the year #1 MO., #2 IL., #3 TX., #4 KS., and #5 IA. 526 visitors in the center for the month of May, 324 phone inquires, are of these totals are about double from the past. Only had 8 visitors on Memorial Day, only 17 people on July 4th last year. Will want to keep track of the numbers to see if any changes need to be made to operating hours during holidays
 5. **Website info:** Total hits for May 442,000, Beth has done a great job in getting us out there. With 1.4 million hits year to date. Unique IPS 8,850 for May. Top down loads, #1 PCTB brochure, #2 Waynesville brochure, #3 Sporting Guide, #4 Rt. 66 brochure. Top pages of use, Lodging Chart, Calendar of Events, Map, Ft. Leonard Wood, Restaurants, Fishing.
- No discussion, motion made seconded and passed, motion to approve the Directors Report.

Motel Tax: We are up 34% in revenue against last year for the month of April. Y.T.D. we are up 45% in revenue. We are ahead of 2004 which was a record breaker year. We came in for April with occupancy 65.84% and \$61.07ADR. Branson is at 36 1/2% occupancy and \$68.61 ADR. Columbia, Jefferson City is at 62.2% occupancy and \$64.35 ADR, Springfield is at 60.4% occupancy and \$61.45 ADR. We are still tracking and will have a good count by the end of the year.

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

Old Business: Show-Me State Games sponsorship: Talked to the Hoteliers at the quarterly hotel meeting about the interest of subsidizing some of the Show-Me State Games, and for the most part the response was very positive. The next step is to go meet with the restaurants and see what opportunities lay there. Andy will continue to work on contacting others and report back to the Board next month.

New Business: Per Diem Review: Steve Ehrhardt and Marsha Mercer have been working closely with Andy on the Per Diem review. The Tourism Bureau is working through the official channels of GSA, Ft. Leonard Wood and have sent them the data that we recommend that they use; we have done everything that we can. Steve is routing the hotels to the legislative side and has sent a letter and as well as copies to the other hotels to send to Ike Skelton, to say we have a problem in this market because it is unique and it doesn't fit the standard mold and we need some help from you to make sure we have a good competitive set. So when we are comparing the hotels we are comparing like hotels. What the Tourism Bureau has asked for is a review of the competitive set of data that is used to determine the rate and consideration for properties that serve breakfast.

Discussion, motion made, second and passed for the Tourism Bureau to send a letter about the Per Diem review to Ike Skelton.

Mike Alley has approached Marsha Mercer and suggested that it be brought to the Board that someone from Ft. Leonard Wood come and set in on our Board meetings. Andy will get with the commanding general or Garrison command and tell them we would like to formally request you to send a representative to our meeting every month.

Marsha wanted to thank Andy and his staff for the resource book we put in the lobbies of the hotels, and to let us know it is used every day.

No discussion, motion made, second and passed. Motion to adjourn meeting at 6:35pm

