

**Pulaski County Board of Tourism
Regular Board Meeting
May 18, 2006**

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

Members Absent: Rebecca Beck, Rep., Steve Ehrhardt, Rep.

Also in Attendance: Andy Thiem, Director, Beth Wiles, Business Manager, Patty Newlon, Visitor Center Manager, Chuck Boone, KJPW, Melvin Hensley, Roubidoux Landscaping.

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 April board meeting minutes.

Treasurer's Report: March revenues ahead of budget, under expenses the asset category includes the back lit panel box, county fees are up due to the higher revenue. Facility supplies up this month due to purchase of items in bulk. The Quarterly YTD budget vs. actual; only thing unusual is a credit for \$2.17 for reimbursement for interest charged in 2005.

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

Committee Report:

Strategic Planning: Meeting to be held following the Board Meeting.

By-Laws: Motion made, seconded and passed, motion to adjourn the By-Laws Review Committee.

Director's Report: Andy Thiem: Andy Thiem presented to the board a thank you from the Garden Club for our support of their yard sale held in April. Thank you from the Waynesville School District regarding our participation in the Intern program.

- 1. Marketing Update:** Group Tour Magazine advertising began. MMG submitted an article and photo on Pulaski

County and can be found in the May issue of Oprah Magazine. This was complimentary, approximately a \$20,000 value. New outfitter in the area: WaterLou's Resort – located near Big Piney and Gasconade confluence. Camping, canoeing, no lodging at this time. 1297 leads for April, Ranking MOS at 1297 leads (YTD 1971), MVP, Southern Living, Home and Away.

2. **Meetings:** State Co-op Marketing Advisory Committee meetings which reviews the parameters of the State Co-op Marketing program. We will find out the results of our grant application at the end of May. I will be at Operation Homecoming June 11-17, the Vietnam Veteran's celebration in Branson. June 15-17 is the Pulaski County Regional Fair, advertising starts June 1st. Tourism Commission: Continuing developing the process for a Director search. RCGA: Have inquired as to level of involvement of the Tourism Bureau, becoming a voting member of the organization. Met with the new tourism manager at the Rolla Chamber of Commerce, Gail Husted. TEAMS: Will have 17 CVB's involved in the TEAMS Conference. Small Market Committee: Which is part of MACVB, will be holding a Receptive Reception October 3, in Branson. Theme: Hidden Gems. Assisting receptives in adding things to do for motor coaches on their way to and from Branson.
3. **FLW Update:** Met with Marsha Mercer regarding per diem. Considering letter writing campaign. Change of Garrison Command in the near future. Reminder: The Pulaski County Tourism Bureau Board Meeting will be held June 8th due to Director's participation in the Branson Home Coming. Met with the GM at the new Super 8 The property is now operating and also offers meeting space for approximately 45 people. The Quarterly Lodging Meeting will be held the 24th of May, at Country Kitchen. May 23-24 there will be a site tour with the Site Search Committee for the 348th Army Engr's Military Reunion, Fall 2007, The director met this reunion group at the TRN Tradeshow. They will be touring properties, attractions, and restaurants for their consideration.
4. **Visitor Center Info:** Top States for inquiries; MO, IL, TX, KS, IA
5. **Website Info:** For April; 212,000 hits, 950,000 through April. 7500 Unique IP's, 28,000 YTD.

Motion made seconded and passed, Motion to accept the Directors Report.

Motel Tax: Presented by Dave Kessler, Treasurer. Revenues are up for the entire first quarter. Increase due to additional training on FLW and also due to the mild winter for the leisure traveler. All properties are up-to-date. Discussion over State promotions and gas price concerns. Motion made, seconded and passed. Motion to accept the Motel Tax Report.

Old Business: Show-Me State Games, smaller scale Olympics, youth and adult leagues. Orienteering, Basketball, Archery among other sports. - Presented us with budget for sponsorship of an event for the Spring of 2007 to be held Friday-Sunday. They are asking Tourism to commit to raising \$15,000 in sponsorships from area businesses. Projecting 700 participates, (not including coaches, friends and family), at 1.5 nights stay as well as patronizing restaurants, convenience stores, gas stations and other events held during that time frame. This could conceivably grow over the next 5-7 years, increasing participants up to 10,000, and would be a valuable investment in our communities. Minimum conflict, with visitors arriving for graduations, expected by lodging due to more availability in the spring, as well as it being held Friday-Sunday. Motion made second and passed. Motion for the Director to proceed with doing the leg work in obtaining community sponsorship commitment.

New Business: Melvin Hensley Roubidoux Landscaping: Approached the board with a grievance concerning the plants that were removed from the front flower beds by the 2006 contactor; Every Bloomin' Thing, the quality of the work being done by the current contractor and expressed his disappointment about not receiving this year's contract. Melvin believed that the plants that he planted in years past belonged to him and not the tourism bureau. He wanted to bill the Tourism Bureau for the cost of the plants that he planted in years past. After a 5 minute break to allow staff to retrieve a copy of previous year's contacts, the wording was verified that the contract included all plants.

Audit review: Presented the Audit to the board. Audit performed by Shelia Flint, CPA, The review went well. Clarification with board that we are a 501C6 not a 501C3, difference being if someone would donated money to the tourism bureau, it is not tax deductible. The Staff is working with the auditor regarding their recommendation to departmentalize expense account listings. Also discussing income derived from advertising revenue and how to account for that revenue while not impacting our Not for Profit status. Director will schedule a meeting with the County Commissioners for Tourism's audit review. Board recognized Director and Staff for their efforts in keeping within budget, despite a decline in revenue for 2005. Motion made, seconded and passed. Motion to accept the Audit report.

No discussion, motion made, second and passed. Motion to adjourn meeting at 6:40pm

