

**Pulaski County Board of Tourism
Regular Board Meeting
September 21, 2006**

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

Members Absent: Dorothy Secrest, 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 5:31pm.

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

Treasurer's Report: Dave Kessler treasurer presented the August financial report. No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Report:

Strategic Planning: The committee will compile their notes and present them to the board at the November meeting.

Director's Report: Andy Thiem:

- 1. Marketing Update:** Fall marketing has been released. Print media includes: The Group Travel, Fall Insert and Show-Me Magazine. Inquiries: Top states: MO, IL, TX, FL and CA. Top referrers: MOS and MVP.
- 2. Meetings:** Beth Wiles, Bob Sutcliffe and Andy Thiem spoke about their experiences at the Governors Conference. Andy reported on MTC, Small Markets, MACVB, TEAMS and Fair Board meetings he attended during the month. The Fair Board will start holding their monthly meetings the 3rd Wednesday of each month any one wanting to assist this

organization is encouraged to do so. The TEAMS tradeshow will be held the week of October 10th.

3. FLW Update: Fort Leonard Wood has assigned Mike Alley as our liaison to the Board. Mike will gather information and questions from our meetings and report to various contacts on Fort Leonard Wood.

4. Visitor Center Info: The Board restaurant representative position remains vacant.

Visitor Stats for August were 740 visitors and 334 phone calls. Clarification was made that the Visitors are per stop not a head count. The Board requested that staff count each visitor.

The Bureau has the opportunity to apply for the status of becoming an official Missouri Welcome Center Affiliate. Discussion, motion made, seconded and passed to submit an application to the State for consideration.

Clarification was requested from the board regarding the bureau's advertising programs; at this time the board will accept advertising from non-competing businesses outside the county. Lodging, restaurants and outfitters outside of Pulaski County will not be eligible for the advertising opportunities.

5. Website Info: Top referrers: St Robert City, Fort Leonard Wood and the Waynesville-St Robert Chamber of Commerce websites. Top brochure downloads: Self Guided Auto Tour, PC Visitors Guide, Hotel Rack Card, Sports Guide and the Waynesville City Brochure. Hits for August, 812,000, 8,851 unique hits.

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

Motel Tax: Dave Kessler: Revenues remain steady for July. Two properties are delinquent and have received written notification.

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

Old Business: Show Me-State Games sponsorship update: Updated information has been passed on to Ft. Leonard Wood. Hopefully within the next three weeks we will be able to put things together.

New Business: Bob Sutcliffe gave a report on the Outfitters meeting.

Todd Bailey announced that the Discovery Channel will be in Richland September 30th for Founders Day.

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

