

Press Release – Discover More on Route 54, February 24, 2014.

There was a meeting held at Smith's Restaurant in Collins for the committee to discuss current and upcoming business. El Dorado Springs chamber of commerce presented a donation to Discover More on Rt 54. Kathy Neidel with Beyond Bargains Flea Market and Pomme de Terre chamber was our newest supporter attending. A special thanks goes to J & A Traffic Products in Blue Springs, Mo for donating the sign post for the Discover project.

We are looking for supporters for 2014. Anyone interested in joining the committee or sponsoring Discover More on Rt. 54, please head over the **Discover54.com** website for more information. Committee president, Warren Love, and other members discussed needing more locations along Hwy 54 to post signs, having a booth at festivals and other large community events, and ordering smaller portable signs for businesses to display. Other items discussed were getting more people involved from the Nevada and Camdenton areas. Attending today's meeting: Rep. Warren Love, Todd Leonard, Jackson Tough, Dan Robinson, Teresa Smith, and Kathy Neidel.

Meeting Notes – June 18, 2013

First order of Discover More on Route 54 business was old business—nonprofit 501(c)(3) filing completed, EIN number for banking purpose, and amount of advertising money collected to date. Other matters discussed were status of the 8 metal signs ordered, where to post the signs along the highway, purchasing & posting plastic yard signs (along with sponsorship of the signage), and rent prices for billboard space \$125/\$150 monthly contact Billy Pitts.

New promoting activities that committee members suggested to keep involved in the community, classic car show, bike ride rally, promoting at fairs & festivals by sharing booth space, holding Hwy 54 yard sales in conjunction with the Pomme de Terre Arc wide event over Labor Day weekend. Warren Love offered his pop up tent and table if we needed it for fairs & festivals.

Those in attendance were Warren Love as State Representative, Dan Robinson with Lucas Oil Speedway; Jackson Tough with the El Dorado Springs Chamber of Commerce; Todd Leonard with Heritage Bank; Teresa Smith with Your Local Tech.

News Release, April 18, 2013

New Website for Hwy 54 Promotion – Discover54.com. The website has been launched to promote area businesses and attractions along the highway stretch from Camdenton to Nevada, Mo. **Discover54.com** has a community event calendar and history of the five counties. If you want to advertise or have an event to share, please e-mail them to info@discover54.com. Full business advertising on the Home page with a 215x100 image is \$25.00 yearly and a thrifty business listing is \$10/yr. You

can also call (417) 799-9399 or write *Discover More on Route 54*, P.O. Box 391, Hermitage, MO. 65668 for more information. This nonprofit uses all money raised for signage, promotional events, and promotional material to promote, generate traffic, and commerce in the participating communities.

Meeting Notes - March 25, 2013

The planning meeting for "Discover More on Route 54" was held March 25th at Smith's Restaurant in Collins, MO. Items covered in the discussion were pricing metal signs to post along the route, incorporating into a nonprofit, website progress, appointed committee members as officers of the corporation, renting and the cost of billboard space, setting prices for advertisement on the Discover54.com site, and National Scenic Byway criteria, and Bank of Urbana was agreed upon as the bank for Discover More on Route 54 project. It was agreed that Warren Love and Teresa Smith would be the signers on the checking account, but after consideration of his position as State Representative Warren Love felt that Dan Robinson would be the second signer on the checking.

Those in attendance were, Warren Love as State Representative, Dan Robinson with Lucas Oil Speedway; Jackson Tough with the El Dorado Springs Chamber of Commerce; Todd Leonard with The Rusty Jug; Teresa Smith with Your Local Tech; and C. A. Smith with Toys in the Attic, Too.

The public and interested people, groups, or businesses are welcome to join.

Meeting Notes - January 28, 2013

A planning meeting for the "Discover More on Route 54" promotion was held at the Lucas Oil Speedway on January 28th. Topics of discussion were painted and metal signs, MoDOT guidelines for signs in the right of way, choosing website domains & hosting, other future promotional items, advertising & annual dues, and filing for non-profit status with the Secretary of State.

Those in attendance were, Dan Robinson with Lucas Oil Speedway; Jackson Tough with the El Dorado Springs Chamber of Commerce; Teresa Smith with Your Local Tech; Todd Leonard with The Rusty Jug; and Warren Love as State Representative.

The date and location of the next meeting will be posted. Any interested people, groups, or businesses are welcome to join.

***The Index*, December 5, 2012**

A planning meeting of an area promotion called "Discover More on Route 54" was held recently at the Bob Leeper building in El Dorado Springs to promote awareness and increase tourism along Highway 54.

The official logo was selected for brochures, a web site, Facebook page, and other promotional activities. Plans are being made to contact all schools along Route 54 to develop a t-shirt design contest.

The promotional group is seeking volunteers to represent each community along the highway corridor from Camdenton to Nevada, Mo., and is looking for old photos of businesses along Route 54.

Plans are being made to meet again in January 2013. Additional information is available by contacting Dan Robinson at Lucas Oil Speedway at 417 282-5984 or Jackson Tough at El Dorado Springs Chamber at 417 321-2000.

State Representative-elect Warren Love has been instrumental in promoting the project.

Meeting Notes -Tuesday, October 30th

The first organizational meeting of "Discover More on Route 54" was held Tuesday, October 30 at Smith's Restaurant in Collins. A special thank you to C. A. and Peggy Smith for sponsoring the meeting room and Chili Supper. About 25 interested people from several different businesses, and Chamber of Commerce met.

All current community activities and events along a 100 mile stretch of U. S. 54 Hwy were discussed. Then new ideas of promotion and events were brought up as the next order of discussion. Dan Robinson of Lucas Oil Speedway plans to design an official logo for brochures, t-shirts, and billboard signs. Kim Poores is setting up a Facebook page and Teresa Smith is designing a website.

Some new events discussed were Highway yard sale, Car Cruise, Triathlon, Motorcycle Poker Run, and a Scavenger Hunt. A committee was formed to develop promotional material: Todd Leonard and Jackson Tough from El Dorado Springs, C.A. Smith from Collins, and Dan Robinson from Lucas Oil Speedway. We also need to recruit a person to represent each community along Highway 54. The committee also needs historical information and old photos of interest along Route 54 highway.

For more information contact Warren Love, project coordinator at (417) 646-2320 or warrenlove@centurytel.net.

***The Index*, October 17, 2012**

A plan to promote tourism and activities along Highway 54 through Hickory County is being promoted by Warren D. Love, presumptive Missouri State Representative from this district.

"Discover more on Route 54 is a catchy slogan that could generate more tourism, events, and activities to the communities along this U.S. Highway," Love says. "In Missouri, US 54 runs from southwest portion of the state to the northeast. It is a major conduit through the Ozarks and is the primary access road to Pomme de Terre Lake and Lake of the Ozarks. After entering the state it passes through Nevada, El Dorado Springs, and Hermitage, and crosses Lake of the Ozarks the first time just north of Ha Ha Tonka State Park. It passes through Camdenton, and for most of this route it is still two lanes."

Love says the older nostalgic two-lane highways are still attractive to car clubs, motorcyclists, and travelers who want to see and enjoy the scenery, hospitality, and history of small Missouri towns.

All area residence, Chamber of Commerce organizations and area businesses are invited to a brain storm meeting to discuss possible events and activities to promote Highway 54. The meeting is being coordinated by Love Tuesday, October 30, 2012 at 6:30 p.m. at Smith's Restaurant at Collins. A chili supper will be sponsored by Evans Drugs of El Dorado Springs. RSVP's are suggested and may be made by calling (417) 646-2320 or email warrenlove@centurytel.net.

Love won a three-way race to be the Republican nominee for state representative in the August primary election and is unopposed in the November 6th general election.