

Pulaski County Board of Tourism
Regular Board Meeting
April 26, 2007

Members in Attendance: Twyla Cordry, Pres., Dave Kessler, Treas., Bob Sutcliffe Sec., Ronnie Layman, Rep., Marsha Mercer Hotel Alternate Rep., Roger Graves, Rep., Karen Hood Rep., Bob Moore, Rep

Members Absent: Todd Bailey, Vice Pres.

Also in Attendance: Andy Thiem, Executive Director, Patty Newlon, Visitor Center Manager, Mike Bowers, P.A.O. Ft. Leonard Wood, Darrel Todd Maurina, Daily Guide.

Meeting held at the Pulaski County Visitor Center with President Twyla Cordry calling the meeting to order at 5:35pm.

Review of Minutes: No discussion, motion made, second and passed. Motion to accept March board meeting minutes.

Treasurer's Report: Dave Kessler Treas. presented the financials. Discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Reports:

By Laws: Pres. Twyla Cordry had the Board look over the By-Law changes that were voted on and approved at last month's meeting. Discussion, motion made, second and passed. Motion to change wording in Article II Board of Directors, section one, paragraph two, from; the Executive Committee shall require three nominations from the local chamber of commerce to; the Executive Committee shall require at least three nominations from the local chamber of commerce or associations.
(see printed By-Law attached to board packet)

Director's Report: Andy Thiem:

- 1. Marketing Update:** Showed the Board four options of a new highway billboard. Have received in many leads from ads that are currently running from the Missouri Spring and Summer insert along with the Missouri Vacation Planner and AAA. Showed the Board the new version of our Rt. 66 brochure we are working on.
- 2. Meetings:** Up coming meetings: TRN in Chicago and St. Louis, MACVB, MTC
- 3. FLW Update:** Mike Bowers from P.A.O. Ft. Leonard Wood gave a report on how the base is home to deployable units not just training units. The Army is giving soldiers the

option of changing their area of work without having to move from Ft. Leonard Wood. So we should be seeing more soldiers and their families staying at Ft. Leonard Wood. Still working on Show-Me State games, and still in need of commissioners. Treas., Dave Kessler has volunteered to be commissioner over golf and believes he knows someone who will take commissioner over paintball.

4. **Visitor Center Info:** Center stats for February; 658 visitors, 321 phone calls.
 5. **Website Info:** For February: Top referrers: Wood.army.mil, Saintrobert.com, Myspace, and Sellftwoodarearealestate. Top pages: Index, Lodgingchart, FLW, Map, Calendar, Restaurants, Rivers. Top Down Loads: Driving Tour brochure, Hotel Rack Card, Waynesville, Visitors Guide Brochure, Sports Guide. Total page views: 20,261. Total Unique IPS: 8,727. Top States: MO., OH., OK., TX., IL.
- No discussion, motion made, seconded and passed, motion to approve the Directors Report.

Motel Tax: Dave Kessler Treas. presented the motel tax report.

Discussion, motion made, second and passed, motion to accept Motel Tax Report.

Old Business:

Wireless Internet: To install counter top, stools, and a wireless printer the cost will run around \$510.00.

Discussion, motion made, second and passed. Motion to accept proposal to install wireless access area in Visitor Center not to exceed \$700.00 in cost.

New Business: Pres. Twyla Cordry informed the Board of a meeting Andy and she had with Waynesville/St. Robert Chamber of Commerce Executive Director Cecilia Murray and Board Pres. Steve Lynch. The Chamber has asked the Tourism Bureau for more office space. They will be bringing a proposal to the Board to remodel a third of the basement and move the Chamber of Commerce office to that area.

No discussion, motion made, second and passed. Motion to adjourn meeting at 6:25pm.