

**Pulaski County Board of Tourism  
Regular Board Meeting  
April 24, 2008**

**Members in Attendance:** Twyla Cordry, Pres., Todd Bailey, Vice Pres. Bob Sutcliffe Sec., Mike Dunbar, Treas., Bruce Farris, Rep., Jackie Farris, Rep., Roger Graves, Rep., Ronnie Layman, Rep.,

**Members Absent:** Steve Ehrhardt, Rep., Bob Moore, Rep., Leon Saxton, Rep.

**Also in Attendance:** Andy Thiem, Executive Director, Patty Newlon, Visitor Center Manager, Mike Bowers, Fort Leonard Wood P.A.O. Office

Meeting held at the Pulaski County Visitor Center with President Twyla Cordry calling the meeting to order at 5:30pm.

**Review of Minutes:** No discussion, motion made, second and passed. Motion to accept March board meeting minutes. Board President Twyla Cordry asked that New Business be moved to the top of the agenda.

**New Business: 2007 Conversion Study:** Andy presented the Board with a slide show of the 2007 Conversion Study. See board packet for hard copy. Discussion, motion made, second, and passed. Motion to accept the 2007 Conversion Study.

**Treasurer's Report:** Andy Thiem presented the treasurer's report. Discussion, motion made, second, and passed. Motion to accept Treasurer's report.

**Committee Reports: Leasing Committee – Meeting with City of St. Robert:** Andy met with the City of St. Robert about the remodeling of the basement and the concerns the city had about a mop station. The city has approved that a mop station can be hooked up to existing drains under the stairs by the air units.

**Nomination Committee:** President Twyla Cordry read a letter from Steve Ehrhardt giving his resignation effective immediately do to the on going work he is doing with his hotels out of the area that keep him from attending the meetings. Discussion, motion made, second and passed. Motion to have Rick Morris finish out the Hotel Rep., term with Marsha Mercer as the Hotel Alternate Rep., and if Rick Morris doesn't accept then Marsha Mercer will be appointed Hotel Rep., with Rick Morris as the alternate rep.

**Director's Report: Andy Thiem:**

- 1. Marketing Update:** Offered a special rate to place a half a page ad next year in the Fall Insert if we will do the sweepstakes. Discussion, motion made, second and passed. Motion to take discount price and do sweepstakes. Board agreed to change our ad in Bank Travel to a half a page.

Chamber of Commerce has asked if they will still receive the Co-Op money for the advertising they have already done for their Frog Race event that was to be held at Frog Fest even though Frog Fest has been canceled. Board agreed that they had done their part and it was not their fault that the event had been canceled.

2. **Meetings:** Attended TRN in Branson with 65 planners in attendance. Tour of Missouri will be here in May to set routes for the tour coming thru our area. Our State Co-Op application was approved. Will be attending in May, MACVB, TEAMS, and MO. Bank Travel. Show-Me State Games was canceled for our area this year but will be back next year. DED will be in Pulaski County for an Economic Development tour. We will attend the Show-Me State Games golf tournament or will give a donation.
3. **RCGA:**
4. **FLW Update:** Mike Bower informed the Board that the 5<sup>th</sup> Engineer Battalion is ready to deploy. Diversity Walk will be held on May 10<sup>th</sup> with a possible attendance of 4,000. There will be two changes of command, June 20<sup>th</sup> and June 28<sup>th</sup>. Ceremony will be held on June 12<sup>th</sup> at the front gate of FLW, where they will be placing a Fox vehicle for display.
5. **Visitor Center Info:** Center stats for March; 608 visitors, 201 phone calls. Had wind damage done to the side door, may be able to fix if not may have to file on the insurance and have door replaced.
6. **Website Info:** For March: Top referrers: Wood.army.mil, Advrider, Saintrobert.com, buy-sellftwoodarearealestate.com, Visitmo.com, Myspace, Waynesville-strobertchamber.com. ndia.org. Top pages: Home, Lodging Chart, FLW, Map, Restaurants, Calendar, Transportation, FLW2, Fish River, St. Robert, Shopping, and Things To Do. Total Unique IPS: 1,288. Top States: TX., MO., IL., MN., WI. Board discussed redoing the map that is in the visitors guide. Discussion, motion made, second and passed. Motion to change lay out of map to a two page map and use grid system with dots to represent all business that pay the 3% tax.

Discussion, motion made, seconded and passed. Motion to approve the Directors Report.

**Motel Tax:** Andy Thiem presented the Motel Tax report. Discussion, motion made, second and passed. Motion to accept Motel Tax Report.

**Old Business: Prosecuting Attorney Action on delinquent accounts:** Jackie Farris gave the board information that Attorney John Farris will need to meet with Deborah Hooper to start action.

**Veteran's Memorial Donation – Sponsor Levels:** The Board has agreed to do a \$1,000.00 sponsor level and instead of the brick reading Pulaski County Tourism Bureau Gold Sponsor, it should read Dedicated to all veterans of Pulaski County

No discussion, motion made, second and passed. Motion to adjourn meeting at 7:20pm.