

**Pulaski County Board of Tourism  
Regular Board Meeting Minutes  
April 23, 2009**

**Members in Attendance:** Todd Bailey, Vice Pres; Bob Sutcliffe, Secretary; Roger Graves, Rep; Ronnie Layman, Rep; Bob Moore, Rep; Mike Dunbar, Treasurer; Bruce Farris, Rep;

**Absent:** Twyla Cordry, President; Jackie Farris, Rep; Rick Morris, Rep; Leon Saxton, Rep

**Also in Attendance:** Beth Wiles, Executive Director; Kris Tilley, Visitor Center Manager; Mitzi Sparks, Visitor Services Representative; Karen Hood, Marketing Relations

Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by Vice President Todd Bailey at 5:30pm

**Review of Minutes:** Review of April minutes. Motion to accept, motion, second and passed.

**Treasurer's Report:** Trial Balance, February financials were discussed. Motion to accept, motion made, second and passed.

**Directors Report:** Beth Wiles

**1. Marketing Update:** New ads were passed out for board to review. Beth & Karen will be attended Glamer Show in St Louis on April, 2<sup>nd</sup>. This is a new show for PCTB; it consisted of a marketplace for group tours. Karen attended the Daily Guide Expo on April 17<sup>th</sup> & 18<sup>th</sup>. Karen will also attended TRN in Branson Apr 20<sup>th</sup> - 21<sup>st</sup>; this show is for military reunion planners. The upcoming shows are MO Bank Travel in Branson and also TRN in St Louis. Inquiries: Southern Living 176, MVP, 129, Group Travel Planet 61 inquiries. **Top States:** MO, TX, OH, IL, AR & OK.

**2. Meetings:**

Chamber Economic Development Meeting, Beth attended. Kris & Karen attended the Group Tour Summit in Jefferson City. Beth attended the MACVB & Small Markets and also Leadership MO in Jefferson City. Next Tourism Board Meeting will be held Thursday, May 29<sup>th</sup> at 5:30pm.

**3. PCGA:** Rick Morris was absent; however Mike Dunbar spoke about the meeting. May 15<sup>th</sup> is the deadline for applications. The PCGA is going to submit a bid for the License Bureau.

**4. Visitor Center:** Increase in 2009. There were 170 visitors in March and 636 people in the center. Phone calls were also up from 2008. Census 2010 is starting head count, the state encourages all residents to complete survey, and the count population has to remain a certain number for the state to keep a Congressional Seat.

Motion made to accept Directors Report. Motion made, second and passed.

**Motel Tax:** All hotels/motels current for the month of February. Motion made to accept Motel Tax report, motion made, second and passed.

**Old Business:** Due to undisclosed health circumstances the center will remain with current health & dental plan through Anthem BCBS.

**New Business:** 2010 Visitors Guide proposals are out. The Center will remain with Community Link; however the ads will be sold in house this year by Karen Hood, Marketing Relations. Also will be checking on cost for advertisers.

Motion to adjourn meeting, motion made, second and passed.  
Meeting adjourned at 5:50pm.