

**Pulaski County Board of Tourism
Regular Board Meeting
August 23, 2007**

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe Sec., Dave Kessler, Treas., Ronnie Layman, Rep. Steve Ehrhardt, Rep., Roger Graves, Rep., Bob Moore, Rep.,

Members Absent: Karen Hood Rep.

Also in Attendance: Andy Thiem, Executive Director, Beth Wiles Business Manager, Patty Newlon, Visitor Center Manager, Marsha Mercer Hotel Alternate Rep., Mike Bowers, P.A.O. Ft. Leonard Wood, Darrell Todd Maurina, Daily Guide.

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 July board meeting minutes.

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

Committee Reports: No committees are organized at this time.

Director's Report: Andy Thiem:

- 1. Marketing Update:** The Board was shown the selections for the cover of the 2008 visitors guide. The Board was at a tie vote on the selection and has asked that it be put on our website so that it can be voted on. Governor's conference will be held on October 3rd-5th at the Lake of the Ozarks. Tour of Missouri is September 11th-16th. We will have a booth at the Lebanon stop of this tour. Show-Me State Games is September 28th-30th. Letter has been given to the Commissioners office for our recertification. Brumley Sing has already re-signed for next year in Lebanon and will be held on August 6th-9th.
- 2. Meetings:** Attended the TRN meeting, was a great show and we have already received a request. Showcase meeting is August 27th-28th. FY09 Co-Op meeting will be held in September, with Andy and Beth both attending.

3. **RCGA Update:** Continuing to develop the website.
4. **FLW Update:** No report was given.
5. **Visitor Center Info:** The Visitor Center is in need of some maintenance. Would like to have the Board's approval to repair and replace items such as; repair and paint pillars, fix gate on trash receptacle, replace all toilets with industrial ones, install a vanity in ladies restroom, repair all outdoor lighting, tint windows up front, and any other items that are in need of repair or replacement. Motion made, second and passed. Motion to do all needed repairs to the Visitor Center. **Center stats for July;** 1,607 visitors, 421 phone calls. Top referrals: Missouri Spring & Summer, Missouri Fall, Southern Living, MVP, Visitor Center.
6. **Website Info:** For July: **Top Referrers:** Wood.army.mil, Saintrobert.com, buy-sellftwoodareastate.com, Visitmo.com, flw-gudion.com, Waynesville-strobertchamber.com, relocated-america.com, **Top pages:** Home, Lodgingchart, FLW, Map, Fish river, Calendar, Restaurants, Flw2, Transportation. **Top Down Loads:** Driving Tour brochure, Hotel Rack Card, Waynesville brochure, Visitors Guide Brochure, FLW museum. **Total page views:** 33,165. Total **Unique IPS:** 11,429. Top States: IL., MO., TX., KS., OK.

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

Motel Tax: Dave Kessler Treas. gave the motel tax report. Three properties are delinquent at this time. The county's Prosecuting Attorney has filed a tax lien against the owners of Knight's Inn. A letter has been sent to the owners of Ranch Motel and Kackleberry's Family Inn which has recently closed.

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

Old Business:

Staff Expansion – SOP's: The Board looked over the job descriptions for the Business Manager, Customer Service Manager and the Visitor Center Manager. Andy informed the Board that Patty would like to take the position of the Customer Service Manager leaving the opening to be filled for a Visitor Center Manager.

Discussion, motion made, second and passed. Motion to accept the job descriptions as written, Patty will take on the title and duties of the Customer Service Manager and a new Visitor Center Manager will be hired.

New Business:

Phone System: We have outgrown our phone system and are in need of an update. The Board was given the cost of a new phone system by two companies with both costing in the \$3,600.00 range.

Discussion, motion made, second and passed. Motion to upgrade the phone system up to \$4,000.00 in cost.

Closed Session:

Contact Review: 6:40pm Motion made, second, and passed. Motion to go into closed session for review of a possible contract.

The Board has given authorization for Board President Twyla Cordry to begin contract negotiations with the Chamber of Commerce Board President

Motion made, second and passed. Motion to come out of closed session and back into regular session at 7:05pm.

No discussion, motion made, second and passed. Motion to adjourn meeting at 7:05pm.