

**Pulaski County Board of Tourism  
Regular Board Meeting  
December 21, 2006**

**Members in Attendance:** John Greenlee, Pres., Twyla Cordry, Vice President, Bob Sutcliffe Sec., Dave Kessler, Treas., Todd Bailey, Rep., Steve Ehrhardt, Rep, Ron Layman, Rep, Marsha Mercer, Hotel Alternate Rep.,

**Members Absent:** Dorothy Secrest, Rep.,

**Also in Attendance:** Andy Thiem, Director, Beth Wiles, Business Manager, Mike Bowers, P.A.O. Ft. Leonard Wood, Darrel Todd Maurina, Daily Guide, Larry and Gayle Helms, Boiling Spring Campground, Roger Graves, Dixon Chamber of Commerce.

Meeting held at the Pulaski County Visitor Center with President John Greenlee calling the meeting to order at 5:30pm. Guest Roger Graves was introduced as incoming Director. Roger will be representing the Dixon Chamber of Commerce as of January 1, 2007, replacing John Greenlee.

**Review of Minutes:** Review of October minutes, motion made to approve October minutes, seconded and passed. Review of November minutes, motion made to approve November minutes, seconded and passed.

**Treasurer's Report:** Presented by Dave Kessler, Treasurer. No discussion, motion made, seconded and passed. Motion to accept the Treasurer's report.

**Committee Reports:** Reports regarding the Strategic Planning Committee and By-Laws Committee will be discussed under new business.

**Directors Report:** Presented by Andy Thiem, Director

**1. Marketing Update:**

- a. 2007 Ads were presented to the Board.
- b. The Tourism Bureau has been approved as an Affiliate Welcome Center by the state. We are in the process of meeting the requirements of an automatic handicap accessible door and signs within the center.

**2. Meetings:**

- a. Reminder that the January board meeting will be held January 25<sup>th</sup>. The February meeting will be February 22<sup>nd</sup> due to conflicts with tradeshow.
- b. Met with Wheelin' Sportsmen. They are seeking a military related spring turkey hunt.
- c. Met with several groups planning to visit Pulaski County; Women at Rest, MDIA regarding the Chemical Conference in June, 2 Bank Travel Operators and the 577<sup>th</sup> Engr. Reunion.
- d. Show Me State Game. We are still seeking commissioners for some of the sporting events.

**3. FLW Update:** We continue to meet with Fort Leonard Wood regarding Show Me Games and Wheelin' Sportsmen.

**4. Visitor Center Info:** The Visitor's Center noted 756 people in November. This brings an increase in traffic for the year to 71%. 241 phone calls were noted.

Inquiries: Top states: MO, IL, TX, FL, KS. Top lead generators: MOS, Fall Insert (tripled over last year), MVP (doubled over last year).

**5. Website Info:** A comment from a website inquiry was read, complimenting the Bureau on their site. As of November the site has had over five million hits, with 87,479 unique IP's. Top pages, Lodging, FLW, Map, and restaurants. Top referring sites: FLW, St Robert, Visitmo, and Guideon.

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

**Motel Tax:** Presented by Andy Thiem, Director. Only one property is outstanding at this time and they have been contacted. Motion made, second, and passed, motion to accept the Motel Tax Report.

**Old Business:** Pricing of Brochure Distribution Program. Discussion as to the Brochure Distribution Program that was brought before the Board in the November Meeting by the Outfitter's Association to consider decreasing the fee for outfitters to participate in the Brochure Distribution Program. Motion made to reduce the Brochure Distribution Program to \$125.00 per show, per tourism partner, for shows with 25,000 attendance or greater. Seconded and passed unanimously.

**Web Links:** It was brought before the Board in the November meeting to consider waiving the Web Link fee for the Outfitter's Association. Discussion held. Motion made to link the outfitters back to the website. Request for second, hearing none, motion died.

**New Business:** Citizen of the Year Nominations: Motion to nominate John Greenlee for consideration on behalf of the Pulaski County Tourism Bureau. Seconded, motion carries.

**By-Law Changes:** Policy 306 Discussion, motion made, seconded. Motion carries.

Policy 307. Discussion, motion made, seconded. Motion carries.

With the acceptance of Policy 307 concerning Electronic Fund Transfers a motion was made to approve the following monthly electronic transfers. City of St Robert – utilities, United States Treasury – Federal Employment Tax and Missouri Unemployment – employment tax. Seconded, and passed unanimously.

**Strategic Plan:** Was presented and discussed. Motion to accept the strategic plan with the change to invest some of the revenue vs. the 10% stated in the proposal. Motion seconded and passed unanimously.

Steve Ehrhardt expressed gratitude for the Bureau's assistance with Christmas on the Blvd. through the Co-op Marketing program. Over 400 people attended.

Twyla Cordry, Vice President presented John Greenlee with a plaque and Certificate of Appreciation for his 6 years of service to the Tourism Bureau.

Motion made, second and passed. Motion to adjourn meeting at 6:35pm.