

**Pulaski County Board of Tourism
Regular Board Meeting
December 20, 2007**

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe, Sec, Ronnie Layman, Rep., Marsha Mercer, Rep., Roger Graves, Rep

Members Absent: Dave Kessler, Treasurer, Steve Ehrhart, Rep., Bob Moore, Rep., Karen Hood, Rep.

Also in Attendance: Andy Thiem, Executive Director, Beth Wiles Business Manager, Kris Tilley Visitor Center Manager, Larry & Gail Helms, Boiling Springs, 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 November board meeting minutes.

Treasurer's Report: Discussion of the Iberia CD interest rate. All agreed to revisit and check on new rates. Motion to accept Treasurer's Report. Motion made, second and passed.

Committee Reports: 1. Nomination Committee: Positions available are as follows, Waynesville/St Robert Chamber #1 position, person considered is Mike Dunbar from Security Bank, and Waynesville/St Robert Chamber #2 position, person considered is Jackie Farris from Holiday Inn Express. There was a unanimous decision to elect the two members. Motion to accept new board members. Motion made, second and passed.

2. Leasing Committee, Todd Bailey, Vice Pres. Discussed final floor plans for the Chamber area in the basement. Motion to accept Leasing Committee report. Motion made, second and passed.

Directors Report: Andy Thiem:

1. **Marketing Update:** Andy Thiem, Executive Director discussed new 2008 Visitor Guides with the board. Andy Thiem and Beth Wiles also made board aware of plans for new maps in the guide. Company that is currently processing maps are not capable of making a more detailed map. 2009 guide maps will be published by a map company.
2. **Meetings:** Fair Board Meeting was held on December 20th, discussed new and upcoming events at the June 2008 fair. Also made everyone aware that there is currently a Fair Board position open. Quarterly Hotel meeting, met new owners of Red Roof Inn. Discussed marketing plans with Steve Erhardt, and will be

hosting a “Get to Know Us” class for GM’s from the hotels. Also attended the Commission meeting on December 20th, the details will be discussed in closed session.

3. **RCGA:** No report was given.
4. **FLW Update:** No report was given.
5. **Visitors Center Info:** Top States for visitors: MO, IL, TX, KS, OK. **Center Stats:** visitors 856, phone calls 215. **Top referrals:** Missouri Spring & Fall, Southern Living, MVP. **Tradeshows Upcoming:** Kansas City, Chicago, Tulsa, ABA, St Louis, Bank Travel, Wichita, Dallas, and Oklahoma City
6. **Website Info:** For November: **Top Referrers:** Saintrobert.com, Wood.army.mil, flw-gudion.com. **Top pages:** Lodging, FLW, map, calendar, restaurants, flw2, transportation. **Top Down Loads:** Hotel rack card, Driving tour, VG, Waynesville, OSS, FLW Museum. **Unique IPS:** 8,052 **Travel Hero:** 72 room nights booked for October.

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

Motel Tax: Andy Thiem gave the motel tax report. Several hotels have not yet turned in October Motel Tax money.

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

Old Business: Billboard on Hwy 65 coming from Branson, MO. Andy Thiem discussed the actions he has taken to fix the problem with the billboard lighting. Company never corrected the problem, so lease with them is discontinued on December 31,2007.

Discussion, motion to accept Old Business Report. Motion made, second and passed.

New Business: January Board Meeting is rescheduled to January 24th instead January 17th. Discussion, made to accept meeting change. Motion made, second and passed.

Motion made to go into closed session. Motion made, second and passed.

Closed Session:

Closed session 6:10pm. Contract changes were discussed on the possibility of adding two additional board members. County Commission approved the contract changes and additional board members. Discussion, motion made to accept additional board members. Motion made, second and passed.

Motion to adjourn meeting at 6:20pm.

