

Pulaski County Board of Tourism
Regular Board Meeting Minutes
December 16, 2008- Rescheduled to Dec 19th due to inclement weather

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres; Rep; Bruce Farris, Rep; Roger Graves; Rep; Rick Morris, Rep; Leon Saxton, Rep

Members Absent: Mike Dunbar, Treasurer; Bob Sutcliffe, Secretary; Jackie Farris, Rep; Bob Moore, Rep; Ronnie Layman, Rep

Also in Attendance: Beth Wiles, Executive Director; Karen Hood, Marketing Relations; Kris Tilley, Visitor Services Manager

Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by President Twyla Cordry at 11:37am.

Review of Minutes: Review of November minutes. No discussion. Motion to accept, motion, second and passed.

Treasurer's Report: Presented by Beth Wiles, Executive Director. Motion to accept, Motion made, second and passed.

Committee Reports:

Leasing Committee – Construction moving along in the basement. The Chamber is looking at moving to the lower level in February. Motion to accept, Motion made, second and passed.

Directors Report: Beth Wiles

1. Marketing Update: New ads have come out in Bank Travel, Sports Destinations Management, Group Travel Leader, and Group Tour Magazine. New ads in the future will be “seasonal” they will have pictures representing the season that the ad comes out. Visitor’s guides for 2009 will be delivered in the next two weeks; eta is December 26th or the 29th. We have ordered 32,500. Upcoming tradeshow and marketplaces are ABA- which Karen will be attending, KC- Beth to attend, and also Chicago. The outfitters will be going to Collinsville & St Charles.

Inquiries are down from last month; however they are still up from 2007. **Top States:** MO, TX, OK, KS & IA. Inquiry Sources; Fall Insert and MVP.

2. Meetings:

Waynesville: Several meetings in Waynesville concerning the trail development and trout stream improvements. Roubidoux Stream Clean Up. Will be the 25th Annual Stream Team Cleanup to help clean up and improve the Roubidoux. Tourism will be asked to help with brochure.

Chamber Economic: Working on updating the demographic form

City of St Robert: Offering assistance for listing commercial buildings and land on St Robert City Website, ML1 and locationone.com This is being done to get things off the ground, until the PCGA Economic Developer could be put into place to take over.

VisitMo: Outfitters were the first to have a presentation on the new Visit Mo website information. We will also be having two other workshops on Jan 21st for the lodging partners and Jan 22nd for event planners.

PCGA- Rick Morris attended and there were over 100 businesses that attended. They had Economic Developers from Lebanon and Rolla, to give Pulaski County more of an understanding of what the county could benefit from in having a developer. They had Bill Ransdall and Mike Dunbar to speak to explain why and to encourage people to make donations on the PCGA. Silent pledge cards were passed around.

3. Visitor Center: 7,592 Visitors and down from 2007, but up from 2006. Phone calls were also down for the month of November.

4. Website Information: increase over Nov 07. **Unique IPS:** 8,518

Motel Tax. All current. Bruce Farris did ask if the board could look into being able to check local lodging books for proper guest room taxes being paid, and possible audit on delinquent taxes.

Community Reports: Tourism Van was in the Waynesville & Richland Christmas parades. Christmas on the Blvd in St Robert had great support from the community and was a success.

Old Business: Citizen of the Year forms was offered to the board. Chili cook-off was discussed, possibility of Tourism entering the contest for a cost of \$75.

New Business: Board elections, Rick Morris for Hotelier, Jackie Farris for a Waynesville/St Robert Rep, and Bob Sutcliffe for Outfitter. Motion to accept nominations, motion made, second and passed.

The board was also asked to update contact information.

Motion to go into closed session to discuss Management Contracts.

Closed Session: Management Contracts discussion made. Motion to accept, motion made, second and passed.

Motion made to adjourn meeting, motion made, second and passed. Meeting adjourned at 12:25pm.