

**Pulaski County Board of Tourism
Regular Board Meeting
February 16, 2006**

Members in Attendance: John Greenlee, Pres., Twyla Cordry, Vice Pres., Dorothy Secrest, Rep., Todd Bailey, Rep., Dave Kessler, Rep., Marsha Mercer Hotel Alternate Rep.

Members Absent: Bob Sutcliffe, Sec., Edijon Saxton, Treas., Steve Ehrhardt, Rep., Ronnie Layman, Rep.

Also in Attendance: Andy Thiem, Director, Beth Wiles, Business Manager, Patty Newlon, Visitor Center Manager, Chuck Boone, KJPW, Darrell Todd Maurina, Daily Guide

Meeting held at the Pulaski County Visitor Center with President John Greenlee calling the meeting to order at 5:30pm.

Review of Minutes: Regular board minutes from January.
No discussion no corrections, motion made, second and passed. Motion to accept January Board Minutes.

Treasurer's Report: Treasurer's report given by Andy Thiem in the absence of Treasurer Edijon Saxton. Trial balance is at \$115,487.02 for December. Budget; revenues are at \$345,305.22 we are off about \$20,000.00 from 2004. Expenses are at \$336,868.32 putting us about \$20,000.00 under expenses from 2004. Net income of \$8,436.90.00 putting us about \$14,000.00 off net income.
No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Report: Volunteer – No report was given

Strategic Planning – Strategic Planning Board - Met after Board meeting on January 26th discussed how they would kick things off. Broke things out in groups of Strengths, Weaknesses, Opportunities, and Threats.

By-Laws Review Committee - The committee presents the following recommendation to the Board of Directors for review and consideration to be voted upon during the March meeting. Motion made to change Article II, Section 1, Paragraph 3 from: "The Board of Directors shall be limited to three consecutive terms" to "The Board of Directors terms shall not be limited." Board members will receive advance

notice of this recommendation before the March meeting. Motion made, second, there was discussion, motion and second remained on the table and passed.

Motion to change Policy number 109 Article II , Section E. from: “Each Board member shall be entitled to one vote upon each matter submitted to a vote at the meeting.” To “Each Board member shall be entitled to one vote upon each matter submitted to a vote at the meeting with the exception of the Hotel Representative whose pre-approved alternate may cast a vote in the absence of the Hotel Representative Director. No discussion, motion, second and passed.

The Board welcomed Marsha Mercer as the pre-approved alternate for the Hotel Representative Director.

Director’s Report: Andy Thiem: Restaurant Representative and Board Treasurer Edjion Saxton of Sweetwater BBQ has submitted her resignation from the Board due to outside demands. A letter for request of nominations has already been sent out to the restaurants throughout the county and will have nominations to vote on at the March Board meeting.

- 1. Marketing Update:** Asked the Board if they would be interested in putting together a tourism day at the ball park in Springfield. We would invite the local Chambers to be a part of that. Andy will continue to work on that and contact the Chamber offices. The Mo. Fall campaign has finished and we received 3,093 leads which equated to cost per lead of a \$1.36. This turned out to be a very strong investment for us.
- 2. Meetings:** Had an interview with KJPW to talk to the public about upcoming events. Our ads are out and we have started receiving leads from them. Work continues on the 2007 visitor guide. We have a creative writer working with us on our editorial. Showed the Board what the sales brochure would look like and would like their input on it as this will go to our tourism partners to sell ads. The quarterly hotel meeting was held, had a good turn out. Still working on trying to get the rest of the hotels there. Talked about the utility refund, some of the programs coming from Missouri Travel Council, and the new form we have for reporting tax that will help us track the revenues as well as the occupancy. Was the guest speaker at the Lebanon Rotary. Answered questions about what is going on in our area. Had a Fair Board meeting. Things are moving along and there will be a press release in couple of weeks with more details. Up coming meetings: Capital Days Feb. 23rd which both Andy and Beth will be attending. While there Andy will also attend the MHLA and MACVB and the Mo. Travel Council meetings. Andy will be gone to the Bank Travel meetings March 5th – 7th. Have already received request from eleven banks to meet with. We are having trouble getting the schedules from the other Chamber offices of when they hold

their monthly meeting. Would like for the Board members from the other towns to contact their local office and see about Andy attending a meeting. Andy has requested approval from the Board as he has been asked to serve on the board of the Mo. Division of Tourism Cooperative Marketing Advisory Committee and has been asked to run for the vice president of Mo. Association of CVB's. The board felt this was an honor. Motion to give Andy permission to serve on both committees, second and passed.

3. **FLW Update:** Have people in from the Mo. Show Me State and Mo. Senior Games to meet with Andy and FLW to pursue the possibility of developing military state games. Have had contact from USA Field Hockey, they are interested in coming and doing a site visit.
4. **Visitor Center Info:** Had a really strong January, 245 visitors twice as many as last year, 135 phone inquires which is three times as many from last year. Source for January; #1 MO. Fall Guide, #2 Kansas City Sports Show, #3 Mo. Vacation Planner, #4 Chicago Sports Show. We are still getting inquires from Southern Living and we have not place an ad with them in over a year. Over all leads 1,185 for January compared to last of 668. Top five states #1 MO., #2 IL., #3 TX., #4 FL., #5 KS.

No discussion, motion made, second, and passed. Motion to approve Director's report.

Motel Tax: Y.T.D. thru 2005 revenue of \$342,831.46 that puts us under 5% from last year. There is one hotel we have sent a letter out to already that we do not have their revenue for November and December at least at the time this report was generated. No discussion, motion made, second, and passed. Motion to accept Motel Tax report.

Old Business:

New Business: Election of Officers – Motion to leave the officers the way they are with the exception of the Treasurer whose office is now vacant, second, and passed. Motion to nominate Dave Kessler as Treasurer, second, motion passed.

Motion made, second, and passed. Motion to go out of regular session and go into closed session for the purpose of grant reviews. Went out of regular session at 6:15pm, and went into closed session at 6:35pm.

Closed Session: Grant Reviews:

No discussion, motion made, second, and passed. Motion to go out of closed session and back into regular session. No discussion, motion made, second and passed. Motion to adjourn meeting at 7:00pm

