

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
February 26, 2009**

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

Absent: Bruce Farris, Rep; Ronnie Layman, Rep; Bob Moore, Rep; Mike Dunbar, Treasurer

Also in Attendance: Beth Wiles, Executive Director; Kris Tilley, Visitor Center Manager; Mitzi Sparks, Visitor Services Representative; Karen Hood, Marketing Relations; Mike Alley, Ft Leonard Wood Chief Communications

Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by President Twyla Cordry at 5:35pm.

Review of Minutes: Review of December & January minutes. Motion to accept, motion, second and passed.

Treasurer's Report: Board passed around the Bank of Crocker CD papers. The Executive Board signed the papers. Trial Balance, December financials, and year end financials were reviewed. Motion to accept, motion made, second and passed.

Committee Reports:

Leasing Committee – Chamber has final inspection on Friday, Feb 27th at 7:30am. If they pass they will be moving to the basement weekend of March 5th. Presented an invoice with total fees for PCTB in the new construction downstairs.

Directors Report: Beth Wiles

- 1. FLW- Mike Alley,** Chief Communications spoke about new and upcoming opportunities for FLW and also Pulaski County. They are looking at long term planning. Several TV channels will be here in the months to come, such as Animal Planet and Discovery Channel. FLW is also planning on getting activities such as Show Me games, and recruiting has increased in the last several months. Last year FLW had 70,000 soldiers in 2009 they are expecting around 95,000. For every soldier 5 family members come to visit. Also MTSS has announced that soldiers training at FLW will no longer be getting extra per diem to eat off post. They were having problems with low attendance at the mess halls.
- 2. Marketing Update:** 5000 brochures have been handed out so far just at the tradeshow. Karen visited Tulsa, STL, Wichita, and upcoming Dallas Show. Beth visited Bank Travel. Outfitters said they had good attendance at the STL Show. OK City was cancelled.

Inquiries: MO Fall Insert 49%, Rosemont Show 10%, Collinsville, MVP, KC Show **Top States:** MO, IL, KS, TX, WI, and IN.

3. Meetings:

Chamber Economic Development, SGA Mar 12-14th, (Pulaski County will be housing 1,000 students). Writers Round Table Mar 17th, Auditors Mar 17-19th. Next Board Meeting, Thursday March 26th. MOARC Convention, Feb 27th-Mar 1st. Smithsonian Exhibit, OSS has applied, we sent letter of support. MO Showcase Aug 15th, and Group Travel Summit March 11th.

PCGA- Rick Morris said that the meeting was very productive, funding is slowly coming in and they have been advertising for an Economic Developer. Also Twyla mentioned the opportunity for a Non Profit business to take over the Dept of Revenue and suggested that PCGA look into the options. Rick made a motion to have Beth, (PCTB) to research the options and get back to him with information. Motion made, second and passed.

3. Visitor Center: Down just 6 visitors in Jan 09 .Jan 09 had 286 visitors and 99 phone inquiries.

4. Website Information: Top Referrals: wood.army.mil, myspace, saintrobert,Waynesville chamber, visitmo **Unique IPS:**9,383 **Top Page Views:** index,lodging, flw, restaurants,calendar,map **Top Downloads:** driving tour, hotel rack card, sports guide, vg

Motel Tax. Regarding December taxes several hotels reported late but, 2/26/09 Alpine Haus is the only one that has not paid.

Motion made to accept Directors & Motel Tax report, motion made, second and passed.

Community Reports: Rick Morris made note of Comfort Inn's 10th yr Anniversary.

Old Business: Legal representation. PCTB sent out bids to several legal representatives in Pulaski County, however none responded. The board decided to use David Lowe as a local representative on current items at hand. If other legal representation is needed then it will be reevaluated at that time.

New Business:

Transportation District Improvements, Sidewalk along North side of St Robert Blvd will be going on. PCTB asked to sign a temporary construction easement. Motion made, second and passed to sign easement.

Health Insurance, current policy went up about \$300 dollars. Had bid come in from John Alden Company. Motion made to reimburse up to \$1000 deductible for each employee. Motion made, second and passed.

2008 Conversion Study- was presented by power point. Board would like for the PCTB to rethink mail outs. Had higher returns with emailed surveys. Discussion was made. Surveys are used to report to state of Missouri, a requirement of receiving co-op funds and one tool to evaluate success of marketing. Also Twyla asked that future power point presentations be sent via email with their minutes prior to board meetings so they can have an opportunity to review before the meeting. Motion made to accept 2008 Conversion Study, motion made, second and passed.

Motion to adjourn meeting, motion made, second and passed.
Meeting adjourned at 7:00pm.