

**Pulaski County Board of Tourism
Regular Board Meeting
January 25, 2007**

Members in Attendance: Twyla Cordry, Vice Pres., Bob Sutcliffe Sec., Dave Kessler, Treas., Todd Bailey, Rep., Ronnie Layman, Rep., Steve Ehrhardt, Rep., Roger Graves, Rep.

Members Absent: Dorothy Secrest, Rep.,

Also in Attendance: Andy Thiem, Director, Beth Wiles, Business Manager, Patty Newlon, Visitor Center Manager, Mike Bowers, P.A.O. Ft. Leonard Wood, Darrel Todd Maurina, Daily Guide, Laura Milner PFAA, Bob Moore, Point Steak House

Meeting held at the Pulaski County Visitor Center with Vice President Twyla Cordry calling the meeting to order at 5:35pm. Vice President Twyla Cordry asked that Election of Officers under new business be moved to the first order of business.

New Business:

Election of Officers:

Motion to nominate Twyla Cordry as President, second, motion passed.

Motion to nominate Todd Bailey as Vice President, second, motion passed.

Motion to nominate Dave Kessler as Treasurer, second, motion passed.

Motion to nominate Bob Sutcliffe as Secretary, second, motion passed.

Review of Minutes: No discussion, motion made, second and passed. Motion to accept December board meeting minutes.

Treasurer's Report: Dave Kessler Treas. presented the November financial report. Discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Reports:

By Laws: No meeting was held

Director's Report: Andy Thiem:

- 1. Marketing Update:** Have been contacted by four group tours this week. Attended the NMMA tradeshow in Kansas City and Chicago. Will also be attending the ABA tradeshow in Grapevine TX. next week. The outfitters attended the Let's Go Fishing tradeshow in Collinsville. 2007 M.V.P. is out. Spring ads will break in Feb. Co-Op applications were submitted to the state.

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- 2. Meetings:** County Co-Op meeting was held today at the Tourism Bureau. Quarterly Lodging meeting was held this week. Fair Board met, if you would like to help with this year's fair please contact a Fair Board member. Met with Community Link on 2008 visitors' guide. Upcoming

meetings about the School bill on a later starting date, and a clauses in the new minimum wage. And Capital Days will be held Feb. 21st and 22nd.

3. **FLW Update:** Show-me State Games toured FLW. They are still in need of coordinators.
4. **Visitor Center Info:** Visitor stats for December were 387 visitors and 150 phone calls. That is 8,445 visitors for the year.
5. **Website Info:** Top referrers: FLW, MVP, My Space. Top Pages: Lodging Chart, FLW, Map, Index, Calendar. Hits are now over 6 million for the year. Unique IPS for the year 93,459. Top ten states, AR., IA., IL., KS., MO., CA., NY., KY., MI., TX.,

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

Motel Tax: Dave Kessler Treas. presented the motel tax report. Revenues are not in yet for December. Only one property is outstanding at this time.

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

Old Business: No Old Business

New Business:

Financial Diversification: Have come to a point that we need to move some money from an account due to the amount that can be covered by FICA. Motion to move \$40,000.00 from Security Bank to a 90 day CD to pay 5.3% interest at Mid America Bank, second, and passed.

PFAA Ticket Sales: Laura Milner came to ask the Board if they plan to add a surcharge to PFAA tickets sold at the Tourism Bureau. Laura has been asked to take back to the PFAA Board the question of; if they raise their ticket prices by .25¢ each on all tickets sold not only at the Tourism Bureau if they feel they will lose sales. President Twyla Cordry has asked that PFAA ticket sales be put back on next month's agenda.

Andy Thiem has brought to the Board the recommendation of Bob Moore of The Point Steak House to fill the vacant restaurant rep. position. Motion to nominate Bob Moore Point Steak House as restaurant rep. second, and passed.

No discussion, motion made, second and passed. Motion to adjourn meeting at 7:05pm.