

**Pulaski County Board of Tourism  
Regular Board Meeting  
January 25, 2008**

**Members in Attendance:** Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe, Sec, Ronnie Layman, Rep., Roger Graves, Rep, Jackie Farris, Rep., Steve Ehrhardt, Rep., Mike Dunbar, Rep.

**Members Absent:** Bob Moore, 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., Glen Clark, Lazy Dayz, and Mike Bowers, PAO.

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 December board meeting minutes.

**Treasurer's Report:** Discussion of the Iberia CD interest rate. Rate was kept the same as 2007, account was kept at Bank of Iberia. Motion to accept Treasurer's Report. Motion made, second and passed.

**Committee Reports:** 1. Nomination Committee: Two additional positions were added to board. The nomination for the hotel position is Bruce Farris, Holiday Inn Express, and the nomination for the restaurant position is Leon Saxton, Sweetwater BBQ. Motion made to accept these two individuals for the positions. Motion made, second and passed.

2. Leasing Committee: May 1<sup>st</sup> Chamber should have the okay for permits to start reconstruction in the basement. Potential move in date is August 1, 2008. All construction for Chamber and the PCTB will be done by same company and the same time frame. Motion made, second and passed.

**Directors Report: Andy Thiem:**

1. **Marketing Update:** Andy Thiem, Executive Director discussed new 2008 Destinations magazine. Larry Helms, discussed the tradeshows the Outfitters attended. Collinsville was busy, 390 guides, 430 outfitter brochures, and 96 survey cards. St Louis was a great success, 762 guides, 850 outfitter brochures, 250 survey cards. Also discussed the formal change of the map in the Pulaski County VG in 2009.
2. **Meetings:** MHLA meeting, County Co-op meeting to discuss the 2009 programs. Fairboard meeting for the special events and ticket prices for the current year.
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 & IA. **Center Stats:** visitors 290, YTD 12,406. Phone calls YTD, 3,700. **Top referrals:** Missouri Spring & Fall, Southern Living, MVP. **Tradeshows Upcoming:** Tulsa, ABA, St Louis, Bank Travel, Wichita, Dallas, and Oklahoma City

**6. Website Info:** **Unique IPS:** 1,052 **Travel Hero:** 184 room nights booked.

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

**Motel Tax:** Andy Thiem gave the motel tax report. Villager still has not paid tax.

No discussion, motion to accept Motel Tax Report. Motion made, second and passed.

**Old Business:** No old business.

**New Business:** Election of new officers: Todd Bailey, Vice President. Motion made, second and passed. Bob Sutcliffe, Secretary. Motion made, second and passed. Mike Dunbar, Treasurer. Motion made, second and passed.

Change of board meeting days. All in favor of changing the meetings to the 4<sup>th</sup> Thursday of the month, instead of the 3<sup>rd</sup> Thursday of the month.

Board updated contact information.

Discussion. Motion to adjourn meeting. Motion made, second and passed.

**Closed Session:** No closed session.

Motion to adjourn meeting at 6:15pm.

MEETING PURSUANT TO RSMO CHAPTER 610.021 (1), (2), & (3) REVISED STATUTES OF MISSOURI, THE SUNSHINE LAW, AS NOW EXISTING OR HEREAFTER AMENDED. REPRESENTATIVES OF THE MEDIA MAY OBTAIN COPIES OF THIS NOTICE BY CONTACTING: PATTY NEWLON, ADMINISTRATIVE ASSISTANT / 137 ST. ROBERT BLVD. ST. ROBERT, MO. 65584. PHONE NUMBER 573-336-6355