

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
January 22, 2009**

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres; Bob Sutcliffe, Secretary; Mike Dunbar, Treasurer; Bob Moore, Rep; Jackie Farris, Rep; Roger Graves, Rep; Ronnie Layman, Rep

Absent: Leon Saxton, Rep; Rick Morris, Rep; Bruce Farris, Rep

Also in Attendance: Beth Wiles, Executive Director; Kris Tilley, Visitor Center Manager; Mitzi Sparks, Visitor Services Representative

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 minutes. Discussion was made to defer approval of December minutes to February meeting. Motion to accept, motion, second and passed.

Board Elections: Board agreed and nominated to retain current 2008 board to another term for 2009. Twyla Cordry, President; Todd Bailey, Vice President; Bob Sutcliffe, Secretary; and Mike Dunbar, Treasurer. Motion made, second and passed.

Treasurer's Report: Board asked that the expense's actual amount be notated with amount. Also Beth Wiles informed the board that the YTE will be presented at the February meeting. Motion to accept, Motion made, second and passed.

Committee Reports:

Leasing Committee – Construction moving along in the basement. The board was concerned with the quality of the construction in the basement. Board decided to take a look at the progress and job being done after the close of the meeting. The Chamber is looking at moving to the lower level in mid February.

Directors Report: Beth Wiles

1. Marketing Update: New ads have come out in Southern Living. The 2009 Pulaski County Visitors Guide has arrived and is in process of being delivered. Tradeshows upcoming, Karen @ Chicagoland, February will be Tulsa, Ok City, STL, Wichita, Bank Travel. Capitol Days in Jefferson City. Tradeshows visited ABA & KC. Outfitters visited St Charles & Collinsville.

Inquiries are up about 7% for 2008. **Top States:** MO, TX, OK, KS & IA. Inquiry Sources for 2008 were MO Spring & Fall Insert, and the MVP.

2. Meetings:

Barnitz & Day during Capitol Days to discuss SB 20 & other concerns for Pulaski County.

Advertising Agency visited about graphic layout and or assistance with 2010 visitors guide.

Lodging Meeting was Jan 21, 2009. 10 Hoteliers attended, and the new VisitMo website access was discussed.

Missouri Showcase, January 28th will be a phone conference call.

Co-op Event Marketing meeting/VisitMO.com workshop for Event Planners was held Jan 22, 2009.

February Tourism Board Meeting will be on Thursday, February 26th at 5:30pm.

PCGA- Bruce Farris contacted Beth Wiles in regards to stepping down as primary representative for the PCTB. Board agreed to switch representation, appointing Rick Morris as primary and Bruce Farris as alternate. Mike Dunbar also attended and said that the PCGA goal is \$44,000 and so far \$10,000 in cash donations have been given. Twyla asked status with attorney regarding support for PCGA. Currently visiting with attorney for local representation. Board decided to discuss legal representation in closed session.

3. Visitor Center: Visitors and down from 2007, but up from 2006. Phone calls were also down for the month of December. Staff will be revamping on tracking business visitors and calls.

4. Website Information: increase over Nov 07. **Unique IPS:** up 12%. **Top Page Views:** FLW, City of St Robert, VisitMO, FLW Real Estate, Waynesville/StRobert Chamber, Pulaski County web & Myspace.

Motion made to accept Committee and Directors report, motion made, second and passed.

Motel Tax. As of November, revenue up 19% taking the tax change factor out increase of 4.5%. Cabin revenue increased 22% as of November. Ellens Corner from Richland has closed. They currently owe a small amount of money.

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

Community Reports: Bob Moore expressed concerns of per diem rates for food.

Old Business: Board signed Beth Wiles, Executive Director contract

New Business: Bob Sutcliffe asked if we could look into getting signage to place in the incoming cities, “ Welcome to Pulaski County, Thank you from Pulaski County Tourism Bureau”. Discussed looking into appointing a new attorney for the Tourism Bureau. Board asked that a list be compiled and then “bid” be sent out giving each and every attorney in Pulaski County and opportunity to step up with an offer of representing the Tourism Bureau.

Twyla mentioned Pulaski County sign missing off U Hwy or 17 N area near Iberia.

Motion to go into closed session at 6:25pm.

Closed Session: Legal Representation

Motion made to end closed session at 6:35pm. Motion made, second and passed. Motion to adjourn meeting, motion made, second and passed. Meeting adjourned at 6:35pm.