

Pulaski County Board of Tourism
Regular Board Meeting
July 19, 2007

Members in Attendance: Twyla Cordry, President, Todd Bailey, Vice President, Bob Sutcliffe, Secretary, Dave Kessler, Treasurer, Roger Graves, Rep., Bob Moore, Rep., Karen Hood Rep., Ronnie Layman, Rep.

Members Absent: Steve Ehrhardt, Rep.

Also in Attendance: Andy Thiem, Executive Director, Beth Wiles Business Manager, Mike Bowers P.A.O. For Leonard Wood, Stephanie Rush, P.A.O. Fort Leonard Wood, Larry and Gail Helms, Boiling Springs Campground, Darrell Todd Maurina, Daily Guide.

Meeting held at the Pulaski County Visitors 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 June board meeting minutes.

Introduction of Guests: Mike Bowers P.A.O. For Leonard Wood, Stephanie Rush, P.A.O. Fort Leonard Wood, Larry and Gail Helms, Boiling Springs Campground.

Treasurer's Report:

Dave Kessler, Treasurer presented the financials. Discussion, motion made, second and passed. Motion to accept the Treasurer's Report.

Committee Reports: By-Laws Committee. Motion made to table the By-Laws Committee. Motion made, second, no discussion, passed.

Directors Report: Andy Thiem

The Nominating Committee will need to be activated soon. They will need to start meeting in October.

On the 13th of July Senate Bill 22 was signed into law, changing the definition of the transient guest tax to 90 days or less in a calendar quarter (From 30 days).

Permission to move the August meeting to the 23rd due to a conflict in schedule. So approved.

Board members are invited to attend a brunch, August 4th at the 39th Annual Brumley Sing.

Group Tour inquiries are up. We have received 4 this week, 2 leads were from the ABA Convention in Texas. A military reunion is planning on returning to the area in 2009. Andy met with Garrison Command and PAO, regarding the 577th Reunion. There was to have been transportation provided to them for a tour of FLW and the museums. The transportation and tour did not occur. The entities are to get back with the Director as to where the problem occurred.

City of Waynesville has requested the Tourism Bureau's support regarding signage for the Trail of Tears Historical Trail System. Motion made, seconded, discussed and passed. Motion to donate \$500 to the City of Waynesville towards the signs.

Ads Released: Destinations, MOS. We will do a ½ page ad in the Fall Insert as well as participate in the Sweepstakes program. Several Outfitters and hotels have agreed to participate.

Covers of the proposed 2008 Visitors Guide were shown to the board for their input.

The Bureau is hosting a photo shoot Jul 23-24th to update our portfolio.

The director will be attending the Nashville TRN show in August.

Fair Board will be meeting the 1st Tuesday of the month, at 7pm. A board seat is vacant.

RCGA – The website committee is working on a split entrance website for Economic Development information and for Visitors and Resident Information

FLW Update – Mike Bowers presented the board with information that FLW may become home to a new Brigade, possibly bringing in 500-700 permanent party. They have also hosted numerous national and international media.

Visitor Center Info – June Visitors 1734 up 3 times over same time last year. Up 2 times over 2006 YTD. Phone calls were 516 up 25%, 20% YTD.

Top states for leads: IL, MO, KS, TX, OK, Top Lead generators: MOS, MOF, SL and MVP.

Website Info – Views were 28, 276, Unique IP's 11,074. We are at 53,868 YTD and up 25% YTD. Top Pages: flw, calendar, river information, maps Top Downloads: Driving Tour, Rack card, VG, Waynesville, Sports Guide, Richland brochure. Top referrers: FLW, St Robert City, Waynesville Chamber of Commerce and Eagle Real Estate. Top domain names: flwloading, groupsinpulaski, tourinpulaski.

Have had several meetings with developers recently. Cities realize we are a viable source for providing figures and support.

Motel Tax: Dave Kessler, Treasurer gave the motel tax report. Director stated that proceedings have begun in regards to Knights Inn, in arrears since Nov 2006. A letter has also been sent to Ranch Motel, in arrears since Jan 07. Motion to accept the Motel Tax report, second, and passed.

Old Business: Staff Expansion – There are two options:

Option 1: To hire a part-time person to just assist in manning the Visitors Center.

Option 2: Hire a full time person, which will require restructuring or employee responsibilities. The director handed out a break out of duties. Discussion. Motion made, second and passed. Motion to hire a full time employee, the director will delegate the duties. Discussion to update SOP's.

New Business: Discussion to send a letter to the owners of the Onyx Cave to determine what can be done to re-open the cave.

Closed Session: 6:27pm. Motion made, second and passed. Motion to go into closed session to discuss a possible contract.

Board authorized Director to continue lease negotiations with the Waynesville-St Robert Chamber of Commerce.

Contract Review

Motion to Meeting adjourned at 7:31pm.