

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
July 24, 2008**

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

Members Absent: Rep; Rick Morris, Treasurer; Mike Dunbar

Also in Attendance: Andy Thiem, Executive Director, Beth Wiles, VP of Operations, Kris Tilley; Bureau Services, Larry Helms; Boiling Springs

Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by President Twyla Cordry at 5:20pm.

Review of Minutes: Approval of May & June minutes. Motion to accept minutes. Motion made, second and passed.

Treasurer's Report: Presented by Beth Wiles. Discussion on moving 30K to CD or Money Market. Research rates and options and move to best option. Motion made, seconded and approved. Motion to accept Treasurer's Report. Motion made, second and passed.

Committee Reports: Nomination Committee – No report

Leasing Committee – Chamber remodel has been delayed, but are now starting.

May be done by Sept 1. Volunteers needed to help. Must be bonded and certified. Chamber will be adding some outside signs. Motion made, Motion, second and passed.

Directors Report: Beth Wiles

1. Marketing Update: Insertion orders list. New Visitor Guide for 2009 construction is underway. Ads are now closed, however sales were down \$10,000 this year. Local churches contacted center to ask for a church listing in the guide. There will be new chart designs for the hotels/outfitters. Look more like the layout on the website, will be easier to read and follow. Guide will also have more pictures. Maps present for review.

Also discussed removal of Carol Jones Memorial Park from the 'Camping List'. The park is actually located in Maries County. Discussion took place over keeping the events that they host in the events calendar section. Motion was made to accept the change.

2. Meetings – Tour of MO, Went to meeting to learn of the route and look at the marketing plans. Next meeting is Aug 6. Ordered school activity books to be distributed to Waynesville & Richland schools. Grades 2-4. There will be a booth set up in Lebanon and staff members located in Richland, Waynesville and FLW. RCGA- Science and Tech conference Jul 28-29, tourism is linked with NDIA PCGA- Pulaski County Growth Association. Working to help out with growth in Pulaski County.

Show Me games – considered dates last week of April 09. Working out event considerations

VisitMO Road Show, Aug 5th, Staff member will be attending.

3. FLW Update – No report

4. Visitor Center Info & Website Info- VC stats- 22% down from 2007, 53% increase since 2006. 44,299 hits on website, 12,1019 unique IPS. Top Referrals- FLW, City of St Robert, Columbia Lodging, Visit MO, and NDIA. Top Downloads: Driving Tour, hotel rack cards, VG. Advertising: MO Spring & Fall Inserts, MVP. Top States: IL, MO, TX, OK, KS. Inquiries up 7% from 2007.

Motion to accept the Directors Report. Motion made, seconded and passed.

Motel Tax: Knights made payment for back taxes owed through Nov 07. . However, still not brought up to date. Ranch has missed their first quarterly payment of 08.

Occupancy is 77.31%, ADR \$68.37- YTD, Occupancy is 57.02%, ADR \$61.74.

Motion made to accept the Motel Tax Report. Motion made, seconded and passed.

Community Reports:

Twyla- a lot of growth in the Waynesville & St Robert area, with new businesses.

Leon- catering business booming, had 1,000 hits on website

Bob Moore- shifting to a more inexpensive menu, broader variety in price.

Roger- Cowdays, and working on getting more businesses to join Dixon Chamber

Bruce & Jackie- retail shops doing well, hotels lodging is up and doing well

Todd- Richland and the Truck & Tractor Pull on Aug 8 & 9th.

Ronnie- Crocker, has Railroad Days coming, Kentucky House has new owners, neat little sandwich shop

Bob Sutcliffe- more people are arriving to camp on Thursday instead of Friday.

Next 10 yrs is going to very prosperous for Pulaski County.

Old Business: 5031C defer to August meeting.

All Executives were asked to go by and update signatures on safe deposit boxes, and signature cards.

New Business: Discussion about rental cars vs. buying. Tourism is considering the purchase of a company vehicle. Primary use for the vehicle will be for commuting to tradeshow. Would also be able to use the vehicle for errand runs and meetings here in the community and state. Board wants to see comparisons of rental vs. buying a vehicle, including cost of insurance.

Motion made to accept. Motion, second and passed.

Closed Session: No closed session

Motion to adjourn meeting at 6:55pm. Motion seconded and passed.