

**Pulaski County Board of Tourism
Regular Board Meeting
June 28, 2007**

Members in Attendance: Todd Bailey, Vice Pres., Bob Sutcliffe Sec.,
Dave Kessler, Treas., Marsha Mercer Hotel Alternate Rep., Roger Graves, Rep.,
Bob Moore, Rep., Karen Hood Rep.

Members Absent: Twyla Cordry, Pres., Ronnie Layman, Rep.

Also in Attendance: Andy Thiem, Executive Director, Beth Wiles Business Manager,
Patty Newlon, Visitor Center Manager. Mike Bowers, P.A.O Ft. Leonard Wood, Larry
Helms, Boiling Spring, Darrell Todd Maurina, Daily Guide.

Meeting held at the Pulaski County Visitor Center with Vice President Todd Bailey
calling the meeting to order at 5:30pm.

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

Treasurer's Report:

New CD: We have come to a point where we need to move some money from an account
to a CD. Discussion, motion made, second and passed. Motion to move \$30,000.00 into a
CD at the Bank of Iberia.

Dave Kessler Treas. presented the financials.

Discussion, motion made, second, and passed. Motion to accept Treasurer's report.

Committee Reports:

By - Laws: No report was given

Director's Report: Andy Thiem:

- 1. Marketing Update:** Couple of new ads are out. Will be
partnering with Lebanon on the Bike Missouri Race.
Association News did an article on some of the hotels. We
have been approved to receive a \$62,672.00 in grants in
2008 for leisure travel, research and group travel. 2008
budget needs to be changed to reflect this. Motion made,
second, and passed. Motion to change 2008 budget to reflect
changes in revenue and expenses relative to grants. Bus
Tours Magazine will be doing a special article on
Rt. 66. We can put a half page insertion in that will run in
the Sept/Oct issue at a cost of \$1,500.00. Discussion, motion

made, second and passed. Motion to run ad in Bus tours Magazine for a cost of \$1,500.00. Need to decide now if we want to rerun ads in the 2008 Missouri Vacation Planner at a cost of \$8,874.00, Missouri Fall insert at \$1,832.00 and the 2008 St. Louis Visitor Guide for \$2,966.67. Discussion, motion made, second and passed. Motion to run ad in 2008 Missouri Vacation Planner at a cost of \$8,874.00. Motion made, second and passed. Motion to run Missouri Fall insert at a cost of \$1,832.00. Motion made, second and passed. Motion to run ad in 2008 St. Louis Visitor Guide at a cost of \$2,966.67. Fair was a success with revenues up from last year.

2. **Meetings:** Attended Tourism Commission meeting. Reminder that next months board meeting will be held on the regular date of July 19th.
3. **RCGA Update:** Attended RCGA meeting and has been asked to chair the website committee
4. **FLW Update:** No report was given.
5. **Visitor Center Info:** Center stats for May; 1234 visitors, 416 phone calls. Top referrals: MOS-Fall, Southern Living, MVP,
6. **Website Info:** For May: Top referrers: Wood.army.mil, Saintrobert.com, Visitmo.com, buy-sellftwoodareastate.com, tiranalive.org, flw-gudion, Waynesville-strobertchamber.com, Top pages: Home, Lodgingchart, FLW, Calendar, Map, Restaurants, Fish river, Flw2, transportation. Top Down Loads: Driving Tour brochure, Hotel Rack Card, Waynesville brochure, Visitors Guide Brochure, Sports Guide. Total page views: 27,015. Total Unique IPS: 9,754. Top States: IL., MO., KS., TX., OK., IA., IN., FL., AR., CA.

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

Motel Tax: Dave Kessler Treas. gave the motel tax report. Have one property that is outstanding at this time.

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

Old Business:

Wireless Internet: System is up and being used.

Chamber Moving to Basement: No report

Audit: Will be taking audit to Commissioners office for annual meeting in July

New Business:

Staff Expansion: Will have recommendation at July's Board meeting.

Closed Session: 6:30pm Motion made, second, and passed. Motion to go into closed session to discuss a possible contract. No action taken.

Motion made, second and passed. Motion to come out of closed session and back into regular session at 7:15pm.

No discussion, motion made, second and passed. Motion to adjourn meeting at 7:15pm.