

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
June 26, 2008**

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe, Secretary, Bob Moore, Rep. Rick Morris, Rep., Ronnie Layman, Rep.

Members Absent: Roger Graves, Rep, Jackie Farris, Rep., Bruce Farris, Rep., Mike Dunbar, Treasurer, Leon Saxton, Rep.,

Also in Attendance: Andy Thiem, Director, Beth Wiles VP Operations

Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by President Twyla Cordry at 4:55pm.

Review of Minutes: Approval of May minutes deferred to July meeting.

Treasurer's Report: Presented by Andy Thiem. No discussion, Motion to accept Treasurer's Report. Motion made, second and passed.

Committee Reports: Nomination Committee – No report
Leasing Committee – No report

Directors Report: Andy Thiem

1. Marketing Update: ShowMe Missouri Ad is out.

The Bureau was awarded Co-op funding through the state for Leisure and Research for FY09.

Motion made to accept the following ads, which are reflected in the FY09 Co-Op Marketing Program for the Jan-Jun 09 time period.

Madden Spring \$15,277, Group Tour Magazine \$2,100, Group Tour Planet (3 Tl) \$6,930, Bank Travel (2Tl) \$2,100, Group Travel Leader \$1,680, TRN (2Tl) \$3,284. Motion made, seconded and passed.

Rick requested a spreadsheet of these expenditures at the July meeting.

At the May meeting the Board requested we revisit the advertising in Southern Living. Andy proposed shifting the advertising money to Collison Company, a newspaper insert that reaches smaller markets and three ads in Missouri Life Magazine.

501C3 – defer to July meeting.

Safe Deposit Box – need to store paperwork and computer backups, off premise. Motion made to obtain box, with access by the

Executive Committee, Executive Director and Assistant to the Director. Motion made, seconded and passed.

2009 Visitors Guide Ads sales are ongoing. Map is being revised.

TRN held in May – good response, will receive a few day trips.

2. Meetings – Tour of Missouri route has been announced and will come through Richland, West Waynesville and Fort Leonard Wood.

Met with Steve and Cecilia with the Waynesville-St. Robert Chamber to seek their support. Packets have been ordered for students in the school system.

Show Me Games: Spring dates sent to Fort Leonard Wood.

3. RCGA – No report

4. FLW Update – No report

5. Visitor Center Info – Leads; top states, IL, MO, TX, OK, KS

Sources: Spring Insert, Fall Insert, MVP, STL Shows

Center Traffic: Down 12%, 149 people.

TravelHero: 90 room nights in May booked

6. Website Info – No report

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

Motel Tax: Up 36.4% for April Up 16.57% for the year. April stats: 75.99% Occupancy, ADR 68.43. Occupancy for: Branson 43%, Spfld 62%, JC 55.5%

Mileage reimbursement has been increased to 58cents. Hoping to trickle down to GSE.

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

Old Business: The Collectors office has reported that a check has been received from the Villager Inn/Knights Inn for the time period of Jan 2007-Nov 2007. Still in arrears for Dec 2007-May 2008.

New Business: No new business.

Motion made to go into closed session to discuss contract negotiations. Motion made, seconded and passed.

Closed Session: Board went into closed session at 5:35pm. Discussion and no action taken. Motion made to go back into regular session. Motion made, seconded and passed. Discussion to hold Special Closed Session Board Meeting Monday, June 30th at 5:30pm in the Pulaski County Tourism Bureau Board Room.

Motion to adjourn meeting at 5:45pm. Motion seconded and passed.