

**Pulaski County Board of Tourism  
Regular Board Meeting  
March 16, 2006**

**Members in Attendance:** John Greenlee, Pres., Twyla Cordry, Vice Pres., Bob Sutcliffe, Sec., Dave Kessler, Treas., Dorothy Secrest, Rep., Todd Bailey, Rep., Ronnie Layman, Rep., Steve Ehrhardt, Rep., Marsha Mercer Hotel Alternate Rep.

**Members Absent:**

**Also in Attendance:** Andy Thiem, Director, Beth Wiles, Business Manager, Patty Newlon, Visitor Center Manager, Chuck Boone, KJPW,

Meeting held at the Pulaski County Visitor Center with President John Greenlee calling the meeting to order at 5:30pm.

**Review of Minutes:** Regular board minutes from February.  
No discussion no corrections, motion made, second and passed. Motion to accept February Board Minutes.

**Treasurer's Report:** Treasure Dave Kessler asked the Board to take a look at the report and asked if there were any questions to get with him.  
No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

**Committee Report: Volunteer:** No discussion, motion made, second, and passed.  
Motion to do away with the Volunteer Committee.

**Workshop:** No discussion, motion made, second, and passed.  
Motion to do away with the Workshop Committee.

**Strategic Planning:** No report

**By-Laws Review Committee:** No report

**Director's Report: Andy Thiem:**

1. **Marketing Update:** Spring advertising is out and going as we are already getting leads in. For February #1 Mo. Vacation Planner, #2 Southern Living.
2. **Meetings:** Attended Capital Day's for Tourism in Jefferson City. Things are looking good for tourism; there is a million dollar supplemental coming back for this fiscal year.

Attended MACVB meeting with the main topic on the agenda being TEAMS which is the annual sports conference. We are now organizing as the state of Missouri to go together instead of everyone going in thirteen separate groups. That should enable us to compete with IL., KY., TX., IA. which all have state size booths. MO. Travel Council had their meeting and the big item was the school opening bill that they are promoting and is in the works. Discussion, motion made, second, and passed. Motion to approve the president to write a letter on behalf of the Tourism Bureau in support of this bill. Attended MHLA meeting with the main issue being the utility tax refund. They have set a date of June 1<sup>st</sup> to get your application turned in. Had a small market committee meeting, topic was the receptive reception in Branson. This to make sure that the receptive who are groups that are businesses that care of groups that come to the area. Just got back from Bank Travel, had seventeen groups that asked to meet with us. Have book an over night trip and a day trip out of the show. Will be at the TRN show in Branson next week and have gotten approval from FLW to bring the Drill Sergeant of the year with us.

3. **FLW Update:** Work continues with the Mo. State games about games in our area. FLW will be holding a meeting to discuss doing something small this fall and have a full festival next year. PAO had approached us about doing a postcard program for new recruits. When a new recruit comes in they would be given a preprinted post card letting their families know they have arrived and thanks for the support and they will get them their new address as soon as they are assigned. This would give us the opportunity to put our logo on the post card and the cost for this program for us is about \$5,000.00. Discussion, motion made, second, and passed. Motion for Andy to find out more about the postcard program and bring back to the Board.
4. **Visitor Center Info:** For February, 711 inquires, January 1,184 verses 1,886 inquires to date 1,359 putting us up 30% in inquires from last year. Top five states #1 MO., #2 IL., #3 CA., #4 MI., #6 TX. For February we had 269 visitors, that is a 45% increase. 197 phone inquires up 24% from last year.

We received three nominations for the restaurant representative replacement on the Board. Discussion, motion made, second, and passed. Motion to vote by show of hands on each restaurant nominee. The Board elected Rebecca of Ryan's as the new

restaurant representative. No discussion, motion made, second, and passed. Motion to approve Director's report.

**Motel Tax:** At this time all properties are current. For January we had thirteen properties that are up over last year and five properties that are down from last year. No discussion, motion made, second, and passed. Motion to accept Motel Tax report.

**Old Business: By Laws Change:** Change By Law "The Board of Directors shall be limited to three consecutive terms" to "The Board of Directors terms shall not be limited."  
No discussion, motion made, second, and passed. Motion to change By Law.

**New Business: Retail Sales Checking Account:** We need formal approval from the board to open up a second checking account. The reason for the second account is we are now starting to generate retail sales on line. We have contracted with Pay Pal to handle our accounts and they need to be able to make electronic credit to our checking account. For security reason we do not want them to be able to get access to our corporate account. This new account would be for retail sales and have nothing but credits for retail sales. Discussion, motion made, second, and passed. Motion to open retail sales checking account and except wire transfers.

**Heating Assistance Old Court Museum:** We have received a request from the Pulaski County Historical Society for a donation of \$500.00 for assistance in installing central heat and air in the Old Court House Museum. Discussion, no action taken

Andy presented the Board with a slide show on the conversion study of the surveys that were sent out. See attached

**Closed Session:**

Motion made, second, and passed. Motion to go into executive session for Board procedures.

No action taken

Motion made, second, and passed. Motion to go back into regular session

No discussion, motion made, second and passed. Motion to adjourn meeting at 6:45pm

