

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
May 28, 2009**

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

Absent: Bob Moore, Rep; Mike Dunbar, Treasurer; Bruce Farris; Rep

Also in Attendance: Beth Wiles, Executive Director; Kris Tilley, Visitor Center Manager; Mitzi Sparks, Visitor Services Representative; Karen Hood, Marketing Relations

Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by President Twyla Cordry at 5:30pm

Motion to move Mike Dunbar resignation and election of new Treasurer Position. Mike Dunbar was absent, however a Certificate of Appreciation will be sent to him. Mike Dunbar has resigned from the board. He has accepted the position for President of the Chamber of Commerce. The board also made a motion to accept Rick Morris to replace Mike Dunbar, Treasurer Position.

Review of Minutes: Review of April minutes. Motion to accept, motion, second and passed.

Treasurer's Report: Trial Balance, March financials & YTD were discussed. Motion to accept, motion made, second and passed.

Directors Report: Beth Wiles

- 1. Marketing Update:** New ads were passed out for board to review. Karen will be attending the Crocker Day Show. TRN-STL was canceled. Karen also attended MO Bank Travel. The center hosted an Open House to promote National Travel & Tourism Week. Board received copies of info passed out during Open House. MO Showcase update, the Group will be traveling for an overnight stay in August. Visitors Guide sales are starting, Karen is currently making appts with potential advertisers. **Top States:** TX, MO, FL, IL, IN, OH, CA, AR, MI & OK **Top Referrals:** Parade Magazine, America's Best, MOS, Southern Living, Daily Guide Home & Business (Industry Average info given to board). **Top Websites:** wood.army.mil, saintrobert.com, visitmo.com, Waynesville/strobertchamber.com, ndia.org & advrider.com **Top Domain:** toursinpulaski.org, flwlodging.org, floatmo.com, pcmo.info, sportsatftwood.org, reunionsatftwood.org

2. **Meetings:** Lodging Partners Meeting- Guest Ramona Mormon for MHLA and Chris Morrissey from the Waynesville/St Robert Airport and was held at the Baymont Inn & Suites. Chamber Economic Dev- Census 2010, every vote counts. May 7th Commissioner's Meeting- signing of Proclamation for National Travel and Tourism Week. Beth had a meeting with General Martin and Mayor Wilson of Crocker to familiarize them with PCTB. Work Connections have not heard back since meeting. Audit report will be presented at the June meeting. Beth attended 2nd session of the Leadership MO in Joplin. Karen, Kris & Mitzi took an Outfitters Tour.
3. **PCGA:** Rick Morris attended and 15 applied for the Economic Developer position. Hiring board is being put into place to review resumes. Also PCGA has turned in a bid for the License Bureau.
4. **Visitor Center:** was up 150 Visitors and 300 phone calls over 2008.

Motion made to accept Directors Report. Motion made, second and passed.

Motel Tax: All hotels/motels current for the month of March. Revenue up 13.73% for March. Motion made to accept Motel Tax report, motion made, second and passed.

Old Business: Chamber Contract, amended contract. Motion to accept amended contract. Discussed about setting up a Discretionary Fund Account, from income received from sales of souvenirs and advertising revenue.

New Business:

Sponsorship for Airport Security Gate- Waynesville/ St Robert Airport needs to put in an electronic opening gate with pin pad. The cost is estimated (on the high end) being \$3000.00. The business paying for the gate will get advertisement at the airport. Board expressed interest in further research.

Exterior Sign and building pest removal- research for cleaning the sign is estimated at \$1000, and for total cost of hotfoot or spikes is estimated at a total charge of \$2500-\$3000. The pest removal and clean up was discussed and the board made a motion to allow \$1000 to pay for spikes, install & labor. The clean up will be researched further.

Board Member vacancy for Waynesville/ St Robert Chamber of Commerce Representative- Lindel Mastjo from Armed Forces Bank on FLW, and also Claudia Sands from Embarq. The board made a motion to accept Claudia Sands to fulfill the Chamber seat vacated by Mike Dunbar. Mike Dunbar has resigned from the board.

He has accepted the position for President of the Chamber of Commerce. The board also made a motion to accept Rick Morris to replace Mike Dunbar, Treasurer Position.

Appoint committee for review of bylaws and board procedures-

Jackie, Twyla and Bob S volunteered to help with the review of the bylaws and board procedures. Bob S would like to make the review an evening meeting.

Motion to adjourn meeting, motion made, second and passed.

Meeting adjourned at 6:30pm.