

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

**Members in Attendance:** John Greenlee, Pres., Bob Sutcliffe Sec.,  
Dave Kessler, Treas., Todd Bailey, Rep., Marsha Mercer, Hotel Alternate Rep.,

**Members Absent:** Twyla Cordry, Vice Pres., Dorothy Secrest, Rep.,  
Ronnie Layman, Rep., Steve Ehrhardt, Rep.

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

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

**Review of Minutes:** October regular Board minutes were not approved due to no quorum in attendants from October Board meeting.

**Treasurer's Report:** Dave Kessler Treas. presented the October financial report. No discussion, motion made, second, and passed. Motion to accept Treasurer's report.

**Committee Report:**

**Strategic Planning:** Committee met, plan has been done and will be in December's board packet.

**By-Laws Committee:** Committee met and will have report in December's board packet.

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

- 1. Marketing Update:** Talked with marketing director of Amtrak. Talked with committee chair for St. Louis attractions. Won three ads from the governor's conference. Attended Branson Veterans task Force. Hosted a Group Travel Leader magazine writer. Met with St. Louis Day Trip Magazine. Have an opportunity to place an ad in the St. Louis visitor's guide. Discussion, motion made, second and passed, motion to place ad in the St. Louis visitors guide.
- 2. Meetings:** Met with Show Me-State games, still looking for sport event organizers. Due to Andy being out of town we will be moving January's board meeting from the 18<sup>th</sup> to the 25<sup>th</sup>, and February's board meeting from the 15<sup>th</sup> to the 22<sup>nd</sup>.
- 3. FLW Update:** FLW hosted a bus tour this week.

4. **Visitor Center Info:** Visitor stats for October were 923 visitors and 287 phone calls. That is 7,302 for the year bringing to 60% over last year.
5. **Website Info:** Top referrers: Wood.Army, St. Robert, VisitMO, My Space, FLW Guidon, Waynesville/St. Robert Chamber. Top Pages: Index, Lodging Chart, FLW, Map, Restaurants, Calendar. Hits for October, 910,475, Unique IPS, 8,539. Top ten states, MO., IL., TX., KS., FL., CA., IA., PA., WI., NY.

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

**Motel Tax:** Dave Kessler Treas. presented the motel tax report. Revenues remain steady for October.

No discussion, motion made, second and passed, motion to accept Motel Tax Report.

**Old Business:** No Old Business

**New Business:**

**Marketing Plan & 2007 Budget:** Andy presented the 2007 Marketing Plan and the 2007 Budget. Discussion, motion made, second and passed to accept 2007 Marketing Plan.

Discussion, motion made, second and passed to accept 2007 Budget.

**2007-2009 Board Nominations:** Dixon nominated Roger Graves. Motion made, second and passed. Motion to accept Roger Graves as the 2007-2009 Board Rep. for Dixon.

Richland nominated Todd Bailey. Motion made, second and passed. Motion to accept Todd Bailey as the 2007-2009 Board Rep. for Richland. Crocker nominated Ronnie Layman. Motion made, second and passed. Motion to accept Ronnie Layman as the 2007-2009 Board Rep. for Crocker.

**Outfitters:** Would like the Board to review policy for brochure distribution and website advertising. Pres. John Greenlee has asked that the topic be put on next months agenda.

Motion made, second and passed. Motion to go out of regular session and into closed session at 7:10pm.

**Closed Session:**

**Employee year end bonus:** Motion made, second and passed. Motion to give each employee two weeks pay plus \$100.00 as a year end bonus.

Motion made, second and passed. Motion to adjourn out of closed session and return to regular session.

No discussion, motion made, second and passed. Motion to adjourn meeting at 7:25pm.

