

**Pulaski County Board of Tourism  
Regular Board Meeting  
November 15, 2007**

**Members in Attendance:** Twyla Cordry, Pres., Todd Bailey, Vice Pres., Ronnie Layman, Rep., Steve Ehrhardt, Rep., Roger Graves, Rep., Bob Moore, Rep.

**Members Absent:** Bob Sutcliffe, Sec., Karen Hood, Rep.

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

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

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

**Treasurer's Report:** No discussion, motion made, second and passed. Motion to accept Treasurers report.

**Committee Reports:** Nomination Committee moved to December meeting. Motion made, second and passed. Nominations moved to December.

Leasing Committee, Todd Bailey, Vice Pres., discussed the renovation for the Waynesville- St Robert Chamber of Commerce. Discussion of \$25.00 monthly rental fee, Chamber will be paying for their own metered utilities. As far as any interior decorating will be left up to Andy Thiem, Executive Director.

**Directors Report: Andy Thiem:**

1. **Marketing Update:** Beth Wiles Business Manager, discussed her attendance to the Branson Veterans Task Force Show. She told the Board of how she collected information from them. She also mentioned that several people were interested in reunion type setups. Discussed how some people were concerned and interested in how to actually get a reunion group started. She asked Mike Bowers, Rep., Ft Leonard Wood, to look into how he might be helpful on how to accomplish this task. Print Bids-08' guide, Negotiating Insite Marketing Co-Op FY09.
2. **Meetings:** Had meeting November 15<sup>th</sup> with Army Recruiter, Capt. Shaw. To get addition information on the upcoming MWR sports marketing with Ft Leonard Wood.
3. **RCGA:** No report was given.
4. **FLW Update:** No report was given.

**5. Visitors Center Info:** Top States for visitors: MO, IL, TX, KS, OK. **Center Stats:** visitors 1,064, phone calls 309. **Top referrals:** Missouri Spring & Fall, Southern Living, MVP, Mid West Living.  
**6. Website Info:** For October: **Top Referrers:** Saintrobert.com, Wood.army.mil, flw-gudion.com. **Top pages:** Index, lodging chart, flw, map, calendar, restaurants, flw2, transportation, fishriver, shopping, strobert, thingstodo, attractions, Waynesville. **Top Down Loads:** Hotel rack card, Driving tour, VG, Waynesville, OSS, FLW Museum, Sportsguide, Richland, Crocker **Total page views:**  
**Unique IPS:** 9,224 **States:** MO, IL, TX, KS, OK.

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

**Motel Tax:** Andy Thiem gave the motel tax report.  
Discussion, motion made, second and passed. Motion to accept Motel Tax Report.

**Old Business:** Billboard on Hwy 65 coming from Branson, MO. Board discussed in October meeting to no renew contract in 08'. Board mentioned that due to all the construction in that particular area billboard sign is not visible. Twyla Cordry and Todd Bailey, said that they both had traveled from the area and the display lights were out. Andy Thiem said he would contact the sign company to let them know about the light situation. Also discussed discontinuing billboard signs all together.

Discussion, motion made, second and passed. Motion to accept Old Business report.

**New Business:** Andy and Beth came forth with statistics for the last two years of 06' and 07' for count on visitors and the center. The wanted board to grant the 24<sup>th</sup> of December center be closed. Board looked at stats for both years and decided to close on the 24<sup>th</sup> of December, Christmas Eve, and also on December 31<sup>st</sup>, New Years Eve. These days will not be a paid holiday. Next year these days will be up for evaluation once again if need be. Twyla discussed the upcoming events Christmas events in the Waynesville- St Robert area.

Discussion, motion made, second and passed. Motion to close VC for Dec 24<sup>th</sup> and Dec 31<sup>st</sup>.

**Closed Session:**

Motion made to go into closed session, second and passed. Went into closed session at 6:10pm. To discuss Policy and Personnel issues.

**Personnel:** Board discussed year end bonus's for employees. Board motioned, second and passed year end bonus for each employee.

Motion to Meeting adjourned at 6:50pm.

MEETING PURSUANT TO RSMO CHAPTER 610.021 (1), (2), & (3) REVISED STATUTES OF MISSOURI, THE SUNSHINE LAW, AS NOW EXISTING OR HEREAFTER AMENDED. REPRESENTATIVES OF THE MEDIA MAY OBTAIN COPIES OF THIS NOTICE BY CONTACTING: PATTY NEWLON, ADMINISTRATIVE ASSISTANT / 137 ST.ROBERT BLVD. ST.ROBERT, MO. 65584. PHONE NUMBER 573-336-6355