

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
November 18, 2008**

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe, Secretary, Mike Dunbar, Treasurer; Rep; Bruce Farris, Rep; Roger Graves, Rep; Ronnie Layman, Rep; Jackie Farris, Rep; Rick Morris, Rep

Members Absent: Leon Saxton, Rep; Bob Moore, Rep

Also in Attendance: Beth Wiles, Executive Director; Karen Hood, Marketing Relations; Kris Tilley, Visitor Center Manager; Mitzi Sparks, Visitor Center Representative. Twyla deferred meeting to Todd Bailey, Vice President. Meeting held at the Pulaski County Tourism Bureau Board room, St. Robert. Meeting called to order by President Twyla Cordry at 5:30pm.

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

Treasurer's Report: Presented by Beth Wiles. Discussed that due to account balances we were needing to move \$30,000 into a CD. Best rate was at Bank of Crocker at 2.52% for 6mo. Board agreed and made a motion to allow the exchange of funds from Mid America Bank to Bank of Crocker. Motion to accept, Motion made, second and passed.

Motion made to accept report, motion second and passed.

Committee Reports:

Leasing Committee – Construction moving along well in the basement. All drywall has been completed, now the tape and mudding is taking place.

Nomination Committee- Board interviewed Larry Helms, from Boiling Spring, and also Bob Sutcliffe from Gasconade Resort for the Outfitters seat on the board. Board recommended Bob Sutcliffe for the Outfitter position. There will be an election at the December board meeting.

Directors Report: Beth Wiles

1. Marketing Update: OMCA- Beth attended said it was a very receptive group, they are appointment leads for bus tour operators that travel the US and mostly navigate into Branson area. **TEAMS-**Beth attended tradeshow for sporting event planners. All CVB's from MO area partner together at one booth to create a bigger impression from the leads, shared amongst partners. **Branson Vets Week-**Karen attended said it had tens of thousands of attendees. Not a lot of military group planners, mostly veterans. Said Ft Leonard Wood and Pulaski County area is very well known by veterans. The veterans this year were given a meal card, they had to get so many stamps from each vendor, in return they got a free lunch.

*Also had the opportunity to put in bids on a few ads from the Governors Conference Auction. Won 3 ads, Midwest at \$1,000, ShowMe at \$320 and Southern Living at \$1,400. Savings of \$5,565 on these ads.

Inquiries-Top inquires came from Fall Insert, Midwest Living, and MVP. **State Reports-**State reports, MO,IL, FL, KS & PA

Inquiries- are also up 4%

2. Meetings:

PCGA- Rick Morris & Mike Dunbar attended. The committee selected a logo, and is having a breakfast to invite locals to donate money to fund organization.

Fundraising target is \$120,000. To hire an Economic Developer to our area just for Pulaski County.

FLW- Beth met with Col Megnia to introduce herself, and reviewed group and reunion programs, also visited about ShowMe Games.

ShowMe Games-Status a contract was submitted & ShowMe Games decided to not hold games in April. They will revisit the possibility in the spring.

Commissioners-Audit was presented and excepted.

Outfitters- New tracking program was discussed, and they will be putting together economic impact stats

3.Visitor Center-Stats are down 11%, but are up 22% from 2006.

4.Website Stats- 18% up from Oct 07, and 37% up YTD over 2007

Top Downloads:driving tour, hotelrackcard,Waynesville,vg, flwmuseum**Top Referrals:**wood.army.mil, saintrobert.com, strobertchamber.com, visitmo.com, pulaskicountyweb.com, myspace **Top Pages:**index, lodgingchart, restaurants, flw, calendar, map, transportation

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

Motel Tax. Knights Inn has finally paid in full on all back taxes from Dec-May 6th. The previous owner is the one that made all payments.

ADR- \$62.06 and OCC- 59.76%, Exempt room nights 7,521. Per diem OCC-72.08%, and ADR \$77.41

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

Community Reports: Waynesville, Christmas Parade on Dec 7th at 2pm. , Christmas on the Square Dec 4th, and Holiday in the Park, St Robert on Dec 7th; Dixon breakfast with Santa on Dec 6th at 7am; Crocker Christmas Festival on Dec 6th.

Old Business: Board Meeting Dates: Tuesday, December 16th at 5:30pm

New Business:

Tour of MO 2009: Rick Morris discussed possibilities as a community on what Pulaski County could do for the activities for the next Tour of MO

Budget and Marketing 2009: Market Plan 09', in power point, was presented with information of what has been happening at the Tourism Bureau, goals and additional programs for 2009. (see attached market plan).

The board did question an additional employee. They recommended that wages be added in to the budget for a possible part time person.

Motion to accept the Budget and Marketing Plan for 2009. Motion made, second and passed. Motion to go into closed session at 6:55pm.

Closed Session: Contracts- No motion

Board discussed employee Christmas bonuses for 2008.

Board returned to open session at 7:03pm.

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

Meeting adjourned at 7:05pm