

**Pulaski County Board of Tourism
Regular Board Meeting
October 29, 2007**

Members in Attendance: Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe Sec., Roger Graves, Steve Ehrhardt Hotel Rep., Bob Moore, Rep., Dave Kessler, Treasurer.

Members Absent: Karen Hood Rep., Ronnie Layman, Rep.

Also in Attendance: Andy Thiem, Executive Director, Beth Wiles Business Manager, Kris Tilley, Visitor Center Manager, Mike Bowers, P.A.O. Ft. Leonard Wood, Darrell Todd Maurina, Daily Guide.

Meeting held at the Pulaski County Visitor Center with President Twyla Cordry calling the meeting to order at 5:35pm.

Andy introduced new staff member, Kris Tilley.

Review of Minutes: No discussion. Motioned made to accept the minutes, seconded, no discussion. Motion passed.

Treasurer's Report: Motion to except the treasurer's report, seconded and passed.

Committee Reports: Nomination Committee – Motion made for the Nomination Committee will meet Wednesday October 31st at 9am to begin the interview process for the following positions: Restaurant: Bob Moore and Leon Saxton. Waynesville Chamber seat: Dave Kessler, Ronda Cortesini and Claudia Sands, and the Business Interest Rep; Twyla Cordry. Motion seconded and passed
Leasing Committee - Will be moved to Closed Session.

Directors Report: Andy Thiem

1. Marketing Update – DMO Organizational & Financial Profile Respondent Report was offered to the Board for review. This report offers comparisons of various CVB's.
2. TEAMS – 2 event planners very interested in holding events in Pulaski County.
3. Show Me State Games: Went well. We did receive a few surveys. From those: 30 teams, 50% from outside of area. Economic Impact: 8K Lunch, 3K Dinner, 6K room nights. They are interested in holding the Spring games in Pulaski County, also interested in a 3 year contract. Motion made for Andy to proceed with Spring games, 3 year contract with a maximum 15K sponsorship for each year. Motion seconded and passed.
4. Meetings: will be meeting the Recruiting for Fort Leonard Wood, also with Tammy Call of MWR.

Spring Special Olympics has been cancelled due to athlete housing issue.

Andy offered reports to the board for the 2007 Peer Performance Rankings. This is a survey taken among CVB executive directors of 37 CVB's across the state. Please see the attached for detailed information.

Governors Conference: Seminars included information on IPOD downloads, web, employee management.

TTRA Conference: Beth reported seminars included information regarding research, surveying, group tour programs.

MHLA: Steve reported they are working on branding and membership is increasing. Possibility of inviting a MHLA representative to one of the lodging meetings.

5. RCGA – No report

6. FLW Update – Mike Bowers presented information regarding some reorganizing of Mansen. Also basic is still running training 6 days a week, with 8-10 weeks of training.

7. Visitor Center Info: Top States: MO, IL, TX, KS, OK. Inquiries up 11%, Top Referrals: MOS, Fall, Southern Living, MVP. Visitor Center Stats: 1286 Visitors, 10,200 YTD. 312 Phone calls, 3103 YTD.

8. Website Info: 9313 Unique Inquires. 76,398 YTD. Top pages: Lodging, FLW, Calendar, Restaurant, Transportation. Top referrers: FLW, St Robert, Eagle Real Estates, Guidon and VisitMO. Top Downloads: Hotel Rack Card, Driving Tour, Waynesville brochures.

Motion made to accept the Directors report. Seconded and passed.

Motel Tax: Knights Inn is still in arrears.

Old Business: No old business to discuss.

Motioned made to break for 10 minutes. Seconded and passed.

Meeting called to order at 4:45pm

New Business: Andy presented the 2008 Marketing Plan, 2008 Budget, and 2008 Supplemental Budget.

Motion made, seconded and passed to accept the 2008 Marketing Plan, 2008 Budget, and 2008 Supplemental Budget.

Motion to hold a Special Meeting regarding Contracts on Wednesday, October 31, 2007 at 9am in the Visitors Center Board Room. Seconded and passed.

Motion to adjourn at 6:05pm.