

**Pulaski County Board of Tourism  
Regular Board Meeting Minutes  
October 14, 2008**

**Members in Attendance:** Twyla Cordry, Pres., Mike Dunbar, Treasurer; Rep; Bruce Farris, Rep; Roger Graves, Rep; Ronnie Layman, Rep; Bob Moore, Rep; Jackie Farris, Rep; Rick Morris, Rep;

**Members Absent:** Leon Saxton, Rep; Bob Sutcliffe, Rep; Todd Bailey, Vice Pres

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

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 September minutes. No discussion. Motion to accept, motion, second and passed.

**Treasurer's Report:** Presented by Mike Dunbar, Treasurer. Rick Morris, Rep; raised a question about expense report for the new company vehicle. Motion to accept, Motion made, second and passed.

**Committee Reports:**

Leasing Committee – Construction moving along well in the basement. Drywall is moving right along also. Wires, Rooms & Wall donations are being made. The Chamber is expecting to be moved by Jan 1, 2009. Twyla also thanked the Daily Guide for the article on the Chamber reconstruction. Board did ask what the “old” Chamber office would be used for when Chamber has moved out, and it will become Karen Hood’s office. There was some office furniture purchased from Rolla Chamber to furnish the office. Motion to accept, Motion made, second and passed.

**Directors Report:** Beth Wiles

**1. Marketing Update:** Attended TTRA a travel research conference which provides education regarding marketing and research. Governors Conference was very good, Twyla, Beth & Karen all attended. Very useful tools discussed in marketing your businesses and travel and tourism in the state. 2009 Governors Conference will be in Branson, Twyla recommended those who could attend, do so. Beth will be attending OMCA on Friday. TEAMS the following week in Pennsylvania..

**Inquiries** are up 7% from 2007, and **Top States:** MO, IL, TX, FL, OH & MI. Inquiry Sources; MVP, MOS Fall Insert

## **2. Meetings:**

**PCGA-** Bruce Farris and Mike Dunbar attending. Discussed that the committee was just working on electing officers for the board. Bill Ransdall was elected as the President. They also discussed having a budget of \$190,000.00 On November 19<sup>th</sup> there will be a breakfast fundraiser. At the meeting on October 22<sup>nd</sup>, they will be handing out invitations to the fundraiser.

**FLW -** meeting Col Megnia this week to discuss the reunion and group tour programs. Also to follow up on status of request regarding the per diem review. Discussion that Per diem reviews must be initiated by Garrison Commander at FLW, and to initiate this consideration each January.

**3. Visitor Center:** Visits down 20% compared to 2007. New souvenirs have arrived for the center. Phone calls are still up.

**4. Website Information:** increase over Aug 07. Decline from August, history shows this occurs this time of year.

**Top Referrer:** wood.army.mil, strobert.com, pulaskicountyweb.com, visitmo.com, Waynesville/strobertchamber, myspace, tripinfo.com, vacationfun.com **Top Pages:** home, lodgingchart, restaurants, flw, calendar, map. **Top Downloads:** driving tour, hotelrack card, vg, flwmuseum, Waynesville, oss **Unique IPS:** 11,922

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

**Motel Tax.** Knights Inn old owner, Keith Patel, has been billed for the taxes owed from Nov 07-May 07.

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

**Community Reports:** Waynesville-St Robert Chamber working on getting donations for the Wires, Rooms & Walls. St Robert will be having a meeting with Bruce Farris on moving dirt for the upcoming new hotel. Bob Moore has noticed business slowing, however having people booking Christmas parties.

**Old Business:** Audit discussed, only corrections needed by Tourism was the filing system; (vendor filing versus expense line filing), and changes have already been implemented. The audit will need to be presented to the commission.

Motion to approve audit, motion made, second and passed.

Nomination Committee, discussed upcoming seats on the Tourism Board, and the nominations are Bob Sutcliffe & Larry Helms for the Outfitter Position, and Rick Morris for the Hotel Rep, and Jackie Farris for the Waynesville-St Robert Chamber Rep. The

nomination committee will schedule a time to meet with Bob and Larry for an interview the first week in November.

**New Business:** No new business.

Motion to adjourn meeting. Motion made, second and passed. Meeting adjourned at 6:05pm

**Closed Session:** NO CLOSED SESSION