

**Pulaski County Board of Tourism  
Regular Board Meeting  
September 20, 2007**

**Members in Attendance:** Twyla Cordry, Pres., Todd Bailey, Vice Pres., Bob Sutcliffe Sec., Ronnie Layman, Rep. Roger Graves, Rep., Marsha Mercer Hotel Alternate Rep.,

**Members Absent:** Karen Hood Rep., Steve Ehrhardt, Rep., Dave Kessler, Treas., Bob Moore, Rep.,

**Also in Attendance:** Andy Thiem, Executive Director, Beth Wiles Business Manager, Patty Newlon, Visitor Center Manager, Mike Bowers, P.A.O. Ft. Leonard Wood, Kevin Walker, 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 5:00pm.

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

**Treasurer's Report:** Andy Thiem presented the financials. Discussion, motion made, second, and passed. Motion to accept Treasurer's report.

**Committee Reports:** Will meet after Board meeting in October to start Nomination Committee.

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

- 1. Marketing Update:** Have several ads that are out. The Tour of Missouri had a great turn out in Lebanon. Have a new airlines at FLW, Great Lakes Air will start flights in October Show Me Games will be this month on the 28<sup>th</sup> -30<sup>th</sup>.
- 2. Meetings:** Attended the MACVB meeting, Receptive Reception in Branson. In October Beth will be attending the TTRA meeting in WI. Meetings in October also include the Governor's Conference and MHLA.
- 3. RCGA Update:** Continuing to develop the website.
- 4. FLW Update:** Have new units coming in with more to follow later. Have two units that will be deploying.
- 5. Visitor Center Info: Center stats for August;** 1,986 visitors, 422 phone calls. **Top referrals:** Missouri Spring & Summer, Missouri Fall, Southern Living, MVP.

6. **Website Info:** For July **Top Referrers:** Wood.army.mil, Saintrobert.com, buy-sellftwoodareastate.com, Visitmo.com, myspace, Waynesville-strobertchamber.com, relocated-america.com, pulaskicountyinsider. **Top pages:** Index, Lodgingchart, FLW, Map, Calendar, Restaurants, Fishing/river, Flw2, Arealinks. **Top Down Loads:** Driving Tour brochure, Hotel Rack Card, Waynesville brochure, Visitors Guide Brochure, Sports Guide
7. **Total page views:** 30,043. **Total Unique IPS:** 11,101. Top States: MO., IL., TX., FL., 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:**

**Staff Expansion – New Hire Announcement:** Have not selected a new employee yet but expect to have someone selected by the end of October.

**Audits:** For audits to been done on a hotel a collection procedure would have to come from the Commissioners office.

**Visitors Guide Cover:** The votes are in and the 2008 cover selected is the Rt.66. Board discussed removing one of two military pictures on the bottom along with the Rt.66 picture on the bottom and replacing them with some local shots.

Discussion, motion made, second and passed. Motion to use Rt. 66 picture as cover for the 2008 visitor guide and to remove duplicated pictures on the bottom and replace with local shots.

**New Business: Contract Review:** Pres. Twyla Cordry gave the Board the remodeling floor plans for the Chamber office in the basement. The Board changed where some walls would go making better access to getting into the basement, and both bathrooms would be accessible. Discussion, motion made, second and passed. Motion to accept the remodeling floor plans from the Chamber of Commerce with the revisions made by the Board.

There was a concern by the Board on the amount the Chamber of Commerce should now pay. As they will be using gas, electric, water & sewer that is normally used very little of now. The Board has selected a committee to meet with the Chamber President and Chamber Director to discuss this matter. The members of this committee will be Vice Pres. Todd Bailey, Sec. Bob Sutcliffe, and Rep., Roger Graves. Vice President Todd Bailey has also asked that Andy, Beth and Patty attend this meeting.

**9-11 Event:** Sec. Bob Sutcliffe has asked why there is not a 9-11 event held in our area. He attended the event in Lebanon which drew a couple of hundred people. He would like to see the Board try and come up with a 9-11 event for next year.

**Closed Session:** No need for closed session

No discussion, motion made, second and passed. Motion to adjourn meeting at 5:35pm.