

**Pulaski County Board of Tourism
Regular Board Meeting Minutes
September 24, 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; Bob Moore, Rep;

Members Absent: Jackie Farris, Rep; Rick Morris, Rep; Leon Saxton, Rep

Also in Attendance: Beth Wiles, Executive Director; Karen Hood, Marketing Relations; Kris Tilley, Visitor Center Manager; Mitzi Sparks, Visitor Center Representative; Darrell Todd Maurina, Daily Guide; Larry & Gail Helms, Boiling Springs.

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

Treasurer's Report: Presented by Beth Wiles. Discussed CD that was opened at First State Bank of Richland. Told all board directors that the bank had contacted Todd Bailey for additional signatures. Discussed the Quality of Life Study, funds that were donated to the Chamber. Motion to accept, Motion made, second and passed.

Committee Reports:

Leasing Committee – Construction moving along well in the basement. There were a couple of delays with the building, but moved on as planned. Twyla and Beth met with the building inspectors and the foyer will be the only thing that has tile flooring in it on the Tourism side, and also there will be no walls installed. There was an additional cost for the Tourism Center if the storage was to be enclosed, and tourism declined. Motion to accept, Motion made, second and passed.

Directors Report: Beth Wiles

1. Marketing Update: Introduction of Mitzi Sparks, new Visitor Center Representative. Beth presented the board with samples of the Fall, MVP and Fall online ads. Outdoor Communicators Show at Lake, was small but good. Upcoming TTRA & Governors Conference in September. OMCA & TEAMS in October. Update on Marketing Opportunity Form, Media Profile, Group Tour Profile & Reunion Planning Packets. Karen presented a sample of the Plastic Bag advertising opportunity. 6 potential businesses will be able to advertise on a quantity of 10,000 bags at the cost of \$250 per spot on

bag. If more businesses would like to be on bag, possibility of a Hat Drawing. **Top States:** MO,IL,TX,OH, CA & MI.

2. Meetings: Quality of Life Study- Chamber Economic meeting-presented donations.

RCGA- Karen attended and it was a basic review.

PCGA- Bruce Farris will be attending this week and will report at following montly meeting.

TTRA- Beth to attending this week. Will report at next meeting.

State Co-op 2010- 9/9 State Applications.

Governors Conference Sept 30-Oct 2, Karen. Beth & Twyla will be going.

Tour of Missouri, Karen had great response at the pep-zone in Waynesville. Ft Leonard Wood also won the Community Spirit Award, and was given a \$1000 grant to go to the community.

Show Me Games- Meeting went well, they are working closely with FLW and trying to decide the facilities needed and hopefully during spring sometime will be taking place.

3. Visitor Center: Visits up 5% since July and down 31% since 2007. We are also ordering new souvenir items for the center.

4. Website Information: 31% increase over Jul 07, 3% increase for since July 08. **Top Referrer:** wood.army.mil, strobert.com, pulaskicountyweb.com, visitmo.com, myspace, strobertchamber.com, military.hotels.us.ndia.org **Top Pages:** lodgingchart, flw,restaurants, map, calendar. **Top Downloads:** driving tour, hotelrack card, vg, Waynesville, flwmuseum **Unique IPS:** 11,916

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

Motel Tax. Knights Inn new owner was not aware of the back taxes owed. They are currently up to date from May 7, 2008 through Jul 31, 2008. There is still money owed from the last owners, Nov 07-May 6, 2008. Contact made with Keith Patel and he said he will be paying the money. However board discussed on sending a bill to the new owner, and possibly letting the two owners work out something. Beth will be sending out an invoice to the current owner.

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

Community Reports: Crocker, Railroad Days was successful. Old Depot Museum might possibly be open a few days a week, and has been restored and painted. CowDays a success.

Old Business: Board Meeting Dates: Board made motion to accept:

Tuesday, October 14th, Tuesday, November 18th & Tuesday December 16th for the next 3 monthly board meetings. Motion made, second and passed.

New Business: Audit, which was deferred to the October meeting. Audit copies were passed out to the entire board.

Nomination Committee Positions opening 2008.

Outfitters- Bob Sutcliffe

Hotel- Steve Ehrhardt- Rick Morris

Waynesville/StRobert Chamber- Jackie Farris

Motion to adjourn meeting. Motion made, second and passed. Meeting adjourned at 6:15pm

Closed Session: NO CLOSED SESSION