

TRI-COUNTY LODGING ASSOCIATION

Thursday, April 28, 2011

The Tri-County Lodging Association met at 9:00 a.m. at Co Mo Electric, Laurie, Morgan County, Missouri.

TCLA Board Members Present:

Chuck Bowman

Karen Medders-Bowman

Russell Burdette

Carl Clark

Fred Dehner

Bill Johnson

Larry Jones

John Peters

Lance Utley

Don Welch

Sue Westenhaver

TCLA Board Members Absent:

Michael Spriggs

Commissioner Kris Franken

Commissioner Jay Fisher

Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Maggie Schaffer, Jo Duncan, Lagina Fitzpatrick, and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 9:17 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver made a motion to approve the agenda as presented. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

MINUTES

Larry Jones made a motion to approve the March 24, 2011, TCLA Board meeting minutes. Carl Clark seconded the motion. The motion passed unanimously.

Don Welch made a motion to approve the special TCLA Board meeting minutes from April 25, 2011. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Karen Medders-Bowman made a motion to approve Bill #193. Russell Burdette seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Activities and meetings included a meeting with Mitch Bettis with Lake Media regarding advertising of the VisitMO.com seminar, hosting Brent Frazee, Outdoor Editor of The Kansas City Star, completing the Destination Application for grant funds through the Missouri Division of Tourism, toured Ft. Leonard Wood Army Base, worked on delinquent collection issues with TCLA and Business District attorney Marc Ellinger, met with Alan Sullivan regarding television coverage of the Magic Dragon Street Meet Nationals Car Show, and attended a meeting to discuss an air show being hosted at Lake of the Ozarks.

FINANCIAL REPORT

A lodging tax collection report was included in the Board packets for review.

FUNDING OR OTHER REQUESTS

Don Welch made a motion to remove the Hell of Halloween Mountain Bike Race funding request from being tabled at the March 24, 2011, TCLA Board meeting. Karen Medders-Bowman seconded the motion. Jim Divincen informed the Board that the event organizer, Trevor Dowdney, had provided the additional information requested. Questions were asked about the race being sanctioned and the location of the insurance carrier covering the race. Mr. Divincen stated that the race was sanctioned by an entity out of Columbia, Missouri, which is the reason the insurance carrier is also out of Columbia, MO – it is provided through the sanctioning body.

After a brief discussion, Karen Medders-Bowman made a motion to fund the Hell of Halloween Mountain Bike Race in the amount of \$1,000.00 out of FY12 Special Events Reserve. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

A funding request was presented by Licking Summer Camps in the amount of \$2,000.00. This volleyball camp will take place July 28th and 29th, 2011 at the School of the Osage High School gymnasium. Coordinator David Almany was present to provide further information about the camps as well as answer questions. Expected attendance for this event is between 1,500 and 1,700.

After discussing this event, Karen Medders-Bowman made a motion to fund the Licking Summer Camps out of the FY12 Special Events Reserve budget in the amount of \$2,000.00. Don Welch seconded the motion. The motion passed unanimously when voted upon.

A third funding request in the amount of \$2,000.00 was presented for the “Just Play Hard Shootout”, a boy’s basketball camp that is expected to bring 40 teams on June 23rd and 24th, 2011. Andrew Almany, coordinator for the event, was present at the meeting to provide further information and answer questions. This event will most likely host more teams in comparison with the volleyball camp, both of which are coordinated by Heart of the Ozarks Athletics.

The Board discussed many aspects of this tournament. Russell Burdette made a motion to fund \$1,150.00 out of the FY11 Special Events Reserve TCLA budget. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon. The Business District representatives agreed to divide the remaining amount requested equally to fully fund this request. This appropriation would take place in separate Business District meetings.

P. R. FIRM UPDATE

Jo Duncan reported to the Board several recent public relations activities handled by The Beenders-Walker Group. Ms. Duncan indicated that Greg Philby, Editor of Midwest Living Magazine, had recently visited the Lake for the first time. Feedback from Mr. Philby was very complimentary from his visit. Other writers hosted at the Lake of the Ozarks include Sue McCarthy with the "Travel Planners Radio Show" and Patrice Raplee, editor of Travel Excursion articles for Positively Entertainment. Other activities include arrangements for a television crew from Joplin, Missouri to broadcast live from Lake of the Ozarks while showcasing golf courses, assisting The Kansas City Star Outdoor Editor Brent Frazee with story and travel arrangements for his most recent visit to Lake of the Ozarks, and preparing arrangements and itineraries for an upcoming fam tour for several writers associated with the International Food, Wine and Travel Writers Association. Ms. Duncan also reminded attendees that the annual Legislative Ice Cream Social would take place on May 4th and invited all to attend.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick reported to the Board that her Group Sales report was included in their packet. Ms. Fitzpatrick reported on a recent piece of large group/religious business that chose to host their meeting in Branson. A brief discussion was held on lost business and possibly seeking out other types of group business such as sporting teams.

Special Events- Karen Medders-Bowman, Chair – Karen Medders-Bowman reported to the Board about a recent meeting between the Lake Holiday Lights committee and City of Osage Beach officials regarding electric bills from the 2010 Light Park. Ms. Bowman indicated that at this time it is more-than-likely the Lake Holiday Light Park will skip the 2011 season in order to regroup for 2012.

Ms. Bowman also spoke to the Board about the idea of hiring a Special Events Coordinator to assist with groups as well as garner new groups to the Lake area. The Board asked TCLA staff to research other CVB's that employ this sort of position and to draft a job description to be reviewed at the next Board meeting.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Meeting minutes from the recent TCLA Board Brainstorming Session were included in the packet. Carl Clark made a motion to approve the Brainstorming Session Meeting Minutes from March 30, 2011. Don Welch seconded the motion. The motion passed unanimously when voted upon.

Don Welch asked if the recent funds allocated for the Mother's Car Show Series would be eligible for cooperative marketing fund reimbursement. Jim Divincen would inquire about this reimbursement and report on the outcome once received.

A discussion was held about the recent opportunity for advertorial during the Mother's Car Show Series that will focus on the Lake of the Ozarks Magic Dragon Street Meet. Sue Westenhaver expressed concerns about not having 'partners' in the community to assist with these types of opportunities financially.

Tim Jacobsen mentioned that the History Channel would be airing a show pilot featuring local business Bryant Auction.

Carl Clark provided an ad insert from a newspaper promoting Drury Hotels in St. Louis and Kansas City. Other attractions were included as well. Mr. Clark asked that this avenue of advertising be considered and researched.

Legislative Affairs — Don Welch, Chair – Don Welch reported that the most recent MHLA legislative information indicates the Missouri Division of Tourism budget would remain at \$13.7 Million Dollars and not be affected by future budget cuts.

Employee Performance Review – Karen Medders-Bowman, Chair – No report was given at this time.

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen reported on the www.funlake.com website monthly activity. Mr. Jacobsen indicated that increases in website visits could be tracked for upcoming advertising opportunities.

Office Exploration Committee – Bill Johnson, Chair – Bill Johnson presented information on several pieces of real estate available that could potentially be considered as office space for TCLA and CVB.

Local PR Committee – Bill Johnson, Chair – No report was given at this time.

Fishing Tournament Committee – Michael Spriggs, Chair – No report was given at this time.

Lodging Tax Committee – Fred Dehner, Chair – A meeting was scheduled for this committee on Thursday, May 12, 2011, at 12:00 p.m. at Quail's Nest Inn & Suites.

OLD BUSINESS

Inquiry Update – Bill Johnson suggested that tracking methods for advertisements be explored to get more accurate inquiry numbers.

Legal Update - Jim Divincen reported that a hearing will take place in July for the pending legal issue with Estate Sales & Property Management.

Soccer Field Update- A discussion was held about partnering with the YMCA on developing soccer fields on their currently-owned property. As a result of this discussion it was determined an updated feasibility study would be needed. The Board asked Jim Divincen to check into the expense of updating the feasibility study previously created for sporting fields.

Other Old Business – None at this time.

NEW BUSINESS

Bass Club Sponsorship – Jim Divincen reported that a local bass club approached TCLA for funds to purchase shirts for its members. No action was taken at this time.

Election of Officers – Bill Johnson entertained motions to open the floor for nominations for the TCLA Board positions of Chair, Vice-Chair, Secretary, and Treasurer.

Karen Medders-Bowman made a motion to open the floor for nominations for the position of Chairman. Chuck Bowman seconded the motion. The motion passed unanimously.

Chuck Bowman nominated Sue Westenhaver to serve as Chair of the TCLA Board for the term of one (1) year. Karen Medders-Bowman nominated Russell Burdette to serve as Chair of the TCLA Board for the term of one (1) year.

Karen Medders-Bowman made a motion to close the floor for nomination for Chair of the TCLA Board. Chuck Bowman seconded the motion. The motion passed unanimously.

Both nominees were given the opportunity to speak about their service on the TCLA Board, experience and direction in which they would like to see TCLA move toward in the future.

A vote was taken via ballot. When the ballots were tallied Sue Westenhaver received the majority of votes and will now serve as Chair of the TCLA Board for a term of one (1) year.

Carl Clark made a motion to open the floor for nominations for the position of Vice-Chair. Chuck Bowman seconded the motion. The motion passed unanimously.

Karen Medders-Bowman nominated Russell Burdette to serve as Vice-Chair of the TCLA Board for a term of one (1) year.

Chuck Bowman made a motion to close the floor for nominations for Vice-Chair of the TCLA Board. Carl Clark seconded the motion. The motion passed unanimously when voted upon.

A vote was taken for nominee Russell Burdette to serve as Vice-Chair of the TCLA Board for a term of one (1) year. By a unanimous vote, Russell Burdette was elected to serve as Vice-Chair of the TCLA Board for a term of one (1) year.

Russell Burdette made a motion to open the floor for nominations for the position of Secretary. Karen Medders-Bowman seconded the nomination. The motion passed unanimously.

Russell Burdette nominated Larry Jones to serve as Secretary of the TCLA Board for a term of one (1) year.

Lance Utley made a motion to close the floor for nominations for Secretary of the TCLA Board. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

A vote was taken for nominee Larry Jones to serve as Secretary of the TCLA Board for a term of one (1) year. By a unanimous vote, Larry Jones was elected to serve as Secretary of the TCLA Board for a term of one (1) year.

Karen Medders-Bowman made a motion to open the floor for nominations for the position of Treasurer. Chuck Bowman seconded the motion. The motion passed unanimously.

Sue Westenhaver nominated Michael Spriggs to serve as Treasurer of the TCLA Board for a term of one (1) year.

Carl Clark made a motion to close the floor for nominations for Treasurer of the TCLA Board. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

A vote was taken for nominee Michael Spriggs to serve as Treasurer of the TCLA Board for a term of one (1) year. By a unanimous vote, Michael Spriggs was elected to serve as Treasurer for the TCLA Board for a term of one (1) year.

Tim Jacobsen informed the TCLA Board that the Executive Committee of the CVB Board recommended that the existing representatives serving on the CVB Board for a term of one (1) year to remain as follows:

Bill Johnson – Eagle's Nest Resort & Properties
Lance Utley– The Resort at Port Arrowhead
A representative from Tan-Tar-A Resort to be named at a later date.

Karen Medders-Bowman made a motion to accept the CVB Board recommendations to have the TCLA Board represented as stated above. Russell Burdette seconded the motion. The motion passed unanimously.

Other New Business

The next TCLA Board meeting will be on May 26, 2011, in Miller County.

There being no further business to bring before the Board, Carl Clark made a motion to adjourn. Larry Jones seconded the motion. The motion passed and the meeting was adjourned at 12:42 p.m.