

TRI-COUNTY LODGING ASSOCIATION

Thursday, April 25, 2013

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

TCLA Board Members Present:

Fred Dehner
Sheryl Elia
Larry Jones
John Peters
Sherry Shippee
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Commissioner Brian Duncan
Commissioner Kris Franken
Dean Chininis
Bill Johnson
Mark Krantz
Don Welch

Also present were Jim Divincen, Tim Jacobsen, Jo Duncan, Bruce Vanderveld, Carl Clark, Joe Roeger and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:05 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees and the TCLA Board welcomed the newly elected member to the Board, Sherry Shippee.

APPROVAL OF AGENDA

Larry Jones made a motion to approve the Agenda as presented. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

There were none at this time.

MINUTES

Michael Spriggs made a motion to approve the March 28, 2013, TCLA Board meeting minutes. Fred Dehner seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #215. John Peters seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections were up 1.25% year-to-date, July through February 2013.

FUNDING OR OTHER REQUESTS

A funding request was presented to the Board in the amount of \$1,000.00 for the Lake of the Ozarks Welcome Garden. Joe Roeger appeared on behalf of the Lake Area Chamber of Commerce- Area Beautification Committee to explain the circumstances making it necessary to refurbish the Welcome Garden located at the corner of Business 54 and the Osage Beach Parkway.

Mr. Roeger explained that the work proposed is scheduled to be completed prior to the Memorial Day holiday weekend. The Board thanked Mr. Roeger for his time and will discuss this request at a later time in the meeting.

At this time, Lance Utley made a motion to move Agenda Item 15D to occur at this time. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

The TCLA Board took a moment and presented Carl Clark with a Plaque of Appreciation for his time of service on the TCLA Board of Directors for the years of 2008 through 2012.

An additional funding opportunity was discussed regarding an upgrade of sand to be placed at the State Park – Public Beach #2. Jim Divincen explained the difference between the types of sand available and currently being used with regard to erosion, water quality and aesthetics. The Board made no decision at this time on this proposal.

LEGISLATIVE REPORT

Jim Divincen informed the Board that Rep. Rocky Miller had added language to House Bill 881 covering public beach testing procedures. Currently no commitment has been given by the Dept. of Natural Resources to make a policy change regarding beach testing.

Mr. Divincen also explained that Senator Kurt Schaffer is working towards removing \$6 Million Dollars from the Missouri Division of Tourism's \$13 Million Dollar budget in order to utilize those funds solely for the promotion of Missouri State Parks. Mr. Divincen will follow-up with Jim Moody in order to assist with efforts of making certain the Division of Tourism keeps their funding.

P. R. FIRM UPDATE

Jo Duncan with The Beenders-Walker Group (TBWG) gave a brief summary of recent public relations efforts completed on behalf of the Lake of the Ozarks. Media visits and upcoming stories were discussed. Ms. Beenders also reminded the Board of the Legislative Ice Cream Social in May. At this time, Fred Dehner made a motion to accept the bid received for Public Relations Services submitted by The Beenders-Walker Group for FY14. Dean Chininis seconded the motion. The motion passed unanimously when voted upon.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about participating in the recent Lake of the Ozarks Business Conference, visiting with a lodging property, Cross Pointe Retreat, about the collection of lodging tax, finalized and estimates that approximately \$6,000.00 to \$6,500.00 would be reduced from the Business District's upcoming bill as a result of another successful Liverpool Legends concert weekend, and spoke about testifying along with Joe Roeger and Jim Judas, in support of changing beach closing procedures through Legislation. Mr. Divincen spoke about participating in the Missouri Travel Council's Capitol Days on Tourism event and meeting with several area Legislators with a group of Lake area individuals and also spoke about upcoming Cooperative Marketing Application deadlines and submissions. Mr. Divincen briefly mentioned a recent fishing story in The Kansas City Star by Brent Frazee about Marcus Sykora and colder weather fishing.

At this time Mark Krantz took a moment to recognize Mr. Divincen's valuable insight Legislatively and his appreciation for Jim Divincen's assistance in speaking with our area Legislators about topics that are important to our Lake area residents and businesses.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales –Lagina Fitzpatrick indicated that a report of her recent activities had been included in the TCLA Board packets for their review. Ms. Fitzpatrick spoke about several groups and proposals she had been working on over the past couple of months. Some of these projects/groups include an MSAE Board Retreat, MACVB Conference in 2014 and 2015, and the Can-Am Games proposed for 2018. At this time Jim Divincen discussed with the Board the idea of hiring a part-time employee to assist with the Group Sales efforts, possibly January through June each year. Several Board members suggested that this might possibly need to be a year-round, part-time employee. The Board agreed that a separate meeting needed to be held to discuss the particulars about this position before making a decision to move forward.

Special Events- Russell Burdette, Chair – At this time, Russell Burdette made a motion to approve \$3,900.00 in the FY13 Special Events Reserve line item to cover advertising costs for 6 months on KRCG. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

Fishing Tournament Committee – Michael Spriggs, Chair – Mentioned during this portion of the meeting was the upcoming Big Bass Bash in April. Also, at this time, Jim Divincen proposed researching a new event for the Lake of the Ozarks. This would be a three (3) day event/competition to possibly include Fishing, Archery and Trapshooting to take place either in the Spring or Fall. The Board encouraged further exploration of this event.

Advertising/Budget/Public Relations – Fred Dehner, Chair – The FY14 TCLA budget was included in packets for review and approval. Bill Johnson made a motion to approve the FY14 TCLA Budget in the amount of \$1,307,823.00. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

Employee Performance Review – No report at this time.

Web Site Committee Report – Bill Johnson, Chair – Eric Homan provided a current web report to the Board in their packets. Mr. Homan covered information regarding recent SEM programs and indicated that the review of the www.funlake.com website had begun with Steady Rain, the company chosen to do this review. Mr. Homan indicated that weekly conference calls were taking place to familiarize Steady Rain with the website and the organizational ‘make-up’ of the organizations represented on this site.

Local PR Committee – Bill Johnson, Chair – Bill Johnson complimented all recent local public relations efforts.

CVB Update and Report – Tim Jacobsen reported that he recently learned that Stoneridge Amphitheater had been purchased by a gentleman from Colorado. Mr. Jacobsen mentioned that the CVB Annual Dinner would begin at 5pm on this date and that the CVB Member Event would be held at Bridal Cave on May 29th.

OLD BUSINESS

Inquiry Update – Jim Divincen reported that clicks to the www.funlake.com website were up 11,611 YTD. Mr. Divincen also noted that print inquiries were down YTD by 7,726.

Other Old Business – The Board briefly discussed the funding request presented by the Lake of the Ozarks Invitational Power Boat Race. Russell Burdette made a motion to approve \$5,000.00 as requested for this event. Lance Utley seconded the motion. When voted upon, all voted to decline this motion. The motion failed unanimously. The Business Districts indicated they would be voting to fund this request during their meetings on this date.

The Board then discussed the Lake Blues & BBQ Weekend funding request. Fred Dehner made a motion to fund \$1,000.00 out of Special Events Reserve to assist with billboard advertising for this event. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

NEW BUSINESS

Ad Effectiveness Study – Bill Johnson made a motion to accept the bid proposal for \$12,400.00 from H2R Research (Jerry Henry) for the FY14 Advertising Effectiveness Study required by the Missouri Division of Tourism Cooperative Marketing Program. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

Steady Rain Proposal – Fred Dehner made a motion to approve increasing the FY13 budget, line item M-7, in the amount of \$1,550.00 and utilizing \$1,000.00 out of General Reserve, line item N, to cover the costs associated with the review of the www.funlake.com website as proposed by Steady Rain. (This will cover half the costs of Steady Rain, the Convention & Visitor Bureau will contribute the remaining half for this project.) Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

Educational Seminar – Sue Westenhaver reminded the Board and attendees that a Social Media seminar would take place on April 2nd, 2013, at 1pm at the Inn at Grand Glaize. All area Chambers, TCLA and the CVB had partnered to offer this event to their members.

Guest Survey Postcard – Jim Divincen suggested creating postcards for use at lodging facilities directing guests to visit an online survey that will be created using Survey Monkey. He suggested offering a drawing for a two-night stay to be given away for each month the survey takes place – June, July and August. Bill Johnson made a motion to increase the FY13 budget by \$450.00 to cover the costs associated with this survey. Dean Chininis seconded the motion. The motion passed unanimously when voted upon. The remaining \$600.00 for the overnight stay incentive rooms was not appropriated at this time.

Other New Business – Bill Johnson suggested that TCLA consider adding QR Codes to their advertising in order to make access to the www.funlake.com website easier for potential visitors. The next TCLA Board meeting will be held on April 25, 2013, in Morgan County.

There being no further business to bring before the Board, Sheryl Elia made a motion to adjourn. Dean Chininis seconded the motion. The motion passed and the meeting was adjourned at 5:15 p.m.