

TRI-COUNTY LODGING ASSOCIATION

Thursday, August 26, 2010

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

TCLA Board Members Present:

Karen Medders-Bowman
Carl Clark
Fred Dehner
Bill Johnson
Larry Jones
John Peters
Michael Spriggs
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Chuck Bowman
Donna David

Commissioner Carolyn Loraine
Commissioner Sonny Earnest
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Marjorie Beenders, Chris Moody, Nicole Kever, Lagina Fitzpatrick, Maggie Schaffer and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 9:03 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Carl Clark made a motion to approve the agenda. Fred Dehner seconded the motion. The motion passed unanimously.

MINUTES

Carl Clark made a motion to approve the July 22, 2010, TCLA Board meeting minutes. Sue Westenhaver seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Sue Westenhaver made a motion to approve Bill #186. Karen Medders-Bowman 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. Mr. Divincen has continued to work on water quality issues including attending a 2-day water quality symposium hosted by the Missouri Attorney General at Tan-Tar-A Resort. He also met with the Publisher and Editor of the Sun Publications in Overland Park, Kansas regarding water quality. He attended a Bike Fest meeting, Lake of the Ozarks Golf Council meeting, CVB Board meeting, created a survey for lodging associations, and an incentive plan for group sales.

FINANCIAL REPORT

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down year-to-date 5.84% through June 2010.

FUNDING OR OTHER REQUESTS

No funding requests were presented at this time.

P. R. FIRM UPDATE

Marjorie Beenders with The Beenders-Walker Group distributed Public Relations reports and an ad equivalency report to the Board. Ms. Beenders informed the Board that her firm had prepared press releases regarding the AAA Midwest Traveler “Best of the Midwest” award recipients at Lake of the Ozarks, and thanked all those who participated on the live radio show at KRMS with hosts Kevin & Sue McCarthy. Ms. Beenders indicated that Jo Duncan with her firm would be attending Travel Media Showcase and they hope to start planning a Food, Wine & Travel Showcase here at Lake of the Ozarks and start promoting this at Travel Media Showcase. Ms. Beenders indicated that several writers have recently visited Lake of the Ozarks and that she is getting ready to embark upon a press trip that covers parts of Missouri, Illinois, Nebraska and Iowa.

Ms. Beenders was happy to report to the Board that the FY10 ad equivalency numbers had exceeded the goal of \$2 million. Tim Jacobsen commended Ms. Beenders for her efforts with relation to inquiries. Mr. Jacobsen noted that several of the areas in which Ms. Beenders visited had produced results that were indicated in the inquiry report.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick explained to the Board her recent report and discussed her future plans on visiting properties and attracting group, reunion and convention business. Ms. Fitzpatrick indicated that 110 properties were now receiving leads. She also mentioned she had recently attended a Missouri Travel Council meeting, and would be attending the Harley Owners Group Rally in Columbia, Missouri. Ms. Fitzpatrick was commended by the Board for her efforts in meeting with properties to explain the benefits they are eligible to receive from TCLA.

Special Events- Karen Medders-Bowman, Chair – Ms. Bowman spoke to the Board about Lake of the Ozarks Shootout. She understood that there had been good feedback about this event and was glad that it was becoming a week-long event with activities leading up to the races. Other events discussed were the “Run for the Fallen” and the Big Bass Bash.

Advertising/Budget/Public Relations – Fred Dehner, Chair – No report was given at this time.

Legislative Affairs — Don Welch, Chair – Chris Moody reported that he had checked into the Dept. of Elementary and Secondary Education directives with regard to travel and conferences. He learned that this Department has not been asked to forego all travel/conferences, but to go less expensive. Don Welch pointed out from Representative Cooper’s most recent newsletter that 33% of Missouri’s budget would go towards social services with 28% towards education.

Employee Performance Review – Karen Medders-Bowman, Chair – Karen Medders-Bowman made a motion for the Board to enter into closed session at 10:45 a.m. under RSMo. Section 610.021 (3). Sue Westenhaver seconded the motion. The motion passed unanimously. At 11:35 a.m. Karen Medders-Bowman made a motion to re-open the meeting. Fred Dehner seconded the motion. The motion passed unanimously and the meeting was re-opened.

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen informed the Board that website report had been expanded to include Google Analytics, keywords and to indicate Cities/States that visited the www.funlake.com website. Mr. Jacobsen fielded questions regarding the new report, and indicated that he, along with Jim Divincen and Eric Homan, had met with Madden Media to re-work the contract for the online Vacation Guide, Wowget, and Event Calendar, as well as including a mobile web application for the events calendar.

Office Exploration Committee – Bill Johnson, Chair – No report was given at this time.

Local PR Committee – Bill Johnson, Chair – Bill Johnson mentioned that efforts would continue to be made to work with media entities and keep the lines of communication open.

OLD BUSINESS

Inquiry Update – Tim Jacobsen reported that while inquiries were down 17.89%, although inquiries for Vacation Guides from www.funlake.com were up approximately 53, 800 at this time. Mr. Jacobsen explained that ad sales were difficult this year for Vacation Guide and the guide might actually be 8 to 16 pages less this year.

Legal Update - Jim Divincen reported that dates were being submitted to the Court to reschedule the trial involving Estate Sales & Property Management. He indicated that a one-day trial is expected in this matter.

Lodging Association Survey – Jim Divincen explained that Board member Chuck Bowman had requested that a survey be created to send to lodging associations across the Country to find out their best practices in their destinations. Bill Johnson suggested keeping the survey as short as possible. Larry Jones suggested making certain the results are shared with those who participate as incentive to return the survey.

Other Old Business – None at this time.

NEW BUSINESS

Water Quality Committee Update – Jim Divincen shared with the Board his comments made during the recent 2-day Water Quality Symposium at Tan-Tar-A Resort. He reiterated that a rapid testing method needs to be utilized for the testing process. During this discussion several topics were covered including inspection of septic systems, rapid method testing, and CAFO testing. Jim

Divincen will create a letter of talking points regarding this subject and send to the Board for review prior to forwarding to the Governor's office.

LOTO Citizens Law Enforcement Review Board – Tim Jacobsen indicated that he has been involved with this group, and there are over 50 individuals who participate. This group is speaking out against what they believe to be overzealous enforcement of DWI laws. Mr. Jacobsen indicated that he had researched and has actually spent time riding along with City and County officers wherein he felt no abuses of power took place. He also reviewed video of many, many officer stops that were substantiated stops. The Board did not take any action on this topic at this time.

Evers & Company Audit Proposals - Jim Divincen presented audit proposals to the Board for their review. After brief discussion, Fred Dehner made a motion to accept proposals as submitted by Evers & Company for audit services for the next three (3) years. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

Other New Business

Tim Jacobsen reminded the Board that the CVB Main Street Landing event would take place on September 9, 2010.

Mr. Jacobsen also mentioned that he would be attending School Board meetings locally in September to start addressing school start dates for Fall 2011.

Executive Directors Jim Divincen and Tim Jacobsen took a moment to present a Certificate of Appreciation to Bill Johnson from the Realtor Magazine Good Neighbor Awards program. Mr. Johnson received recognition from both TCLA and CVB for his hard work and dedication in serving on both Boards for several years and his numerous contributions to the tourism communicate at the Lake of the Ozarks.

The next TCLA Board meeting will be on September 23, 2010, in Camden County.

There being no further business to bring before the Board, Karen Medders-Bowman made a motion to adjourn. Fred Dehner seconded the motion. The motion passed and the meeting was adjourned at 12:25 p.m.