

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 9, 2010

The Tri-County Lodging Association met at 9:00 a.m. at Quail's Nest Inn & Suites, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Chuck Bowman
Karen Medders-Bowman
Carl Clark
Bill Johnson
Larry Jones
John Peters
Michael Spriggs
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Fred Dehner
Lance Utley
Commissioner Carolyn Loraine
Commissioner Sonny Earnest
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Jo Duncan, Jim Moody, Jay Reichard, Russell Burdette, Jeff Carroll, R.J. Rau, Senator-Elect Mike Kehoe, Representative-Elect Diane Franklin, 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. Sue Westenhaver seconded the motion. The motion passed unanimously.

MINUTES

Karen Medders-Bowman asked that the meeting minutes from October 28, 2010, be corrected to reflect that Fred Dehner was present at this meeting.

Don Welch made a motion to approve the October 28, 2010, TCLA Board meeting minutes with the suggested correction. Larry Jones seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Karen Medders-Bowman made a motion to approve Bill #189. Sue Westenhaver 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 spent a great deal of time working on the FY12 TCLA Budget, worked on the Cooperative Marketing Destination Application Project Summary for FY10, and attended a Cooperative Marketing webinar for FY12 and is working with the Division of Tourism on approving new media. Mr. Divincen indicated that he and Chuck Bowman met with KRCG about an advertising campaign for FY12. Mr. Divincen also spent a great deal of time working at the Lake Holiday Light Park, worked with Lamar Advertising and Benne Media for Liverpool Legends, attended a Water Quality meeting and met with Bill Bryan – the Missouri Parks Director, as well as other Park officials and local County Commissioners.

Mr. Divincen was approached by Presiding Commissioner Carolyn Loraine and asked to serve on a four (4) County Regional Planning Commission – an extension of the Council of Local Governments. After fielding a few questions about this appointment and the time involved, Michael Spriggs made a motion to approve Jim Divincen accepting the appointment to the County Regional Planning Commission. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

A lodging tax collection report was included in packets.

FUNDING OR OTHER REQUESTS

A funding request form was submitted by the Lake of the Ozarks Mardi Gras Pub Crawl, taking place on February 19, 2011, in the amount of \$5,000.00. Event coordinators for the Lake of the Ozarks Mardi Gras Pub Crawl, Jeff Carroll and R.J. Rau, appeared before the Board to further explain this event and answer any questions that the Board may have. Many questions were asked about this event's budget, sponsorships and safety measures. Upon completion of this discussion, Karen Medders-Bowman made a motion to fund up to \$5,000.00 from FY11 Special Events Reserve to be used specifically for two (2) safety related expense items including hotel shuttles to and from hotels only and security for busses. She further added that the vendors for the shuttle and security services should bill TCLA directly. Don Welch seconded the motion. The motion passed unanimously when voted upon.

P. R. FIRM UPDATE

Jo Duncan with The Beenders-Walker Group distributed a Public Relations report, an ad equivalency report, and several recent press releases to the Board. Ms. Duncan spoke to the Board about recent media visits and upcoming opportunities to interact with the press, including the Southeast Outdoor Press Association conference in Branson in 2011 and the International Food, Wine and Travel tour taking place in Columbia, MO and Lake of the Ozarks in May 2011. Ms. Duncan also spoke about an opportunity for a live radio fishing show out of Chicago to possibly take place at the Lake of the Ozarks; she will keep TCLA informed and hopes to be able to help schedule 'special' guests such as Dion and Guido Hibdon or Denny and Chad Brauer.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Jim Divincen indicated to the Board that the Group Sales report was included in

their packet for review. A brief discussion was held regarding future revenues for this position and room for growth for additional personnel to assist groups, reunions and conventions.

Special Events- Karen Medders-Bowman, Chair – Ms. Bowman spoke to the Board the Lake Holiday Lights Park and the potential for future growth in the community. She hopes to continue to see this event grow and become a major tourist attraction during the final months of each year.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen reported that the most current version of the FY12 budget was included in the Board packet for approval. Carl Clark suggested that the Budget still be considered a ‘work in progress’, and approval was not necessary at this time. Mr. Clark added that there was still plenty of time to further research cooperative marketing opportunities and to further delve into how TCLA’s monies are being spent. Don Welch agreed with Mr. Clark’s comments and indicated that the budget process was started earlier this year in order for the Board to have the opportunity to think out deeper the decisions that are made for FY12. Mr. Welch suggested a meeting to further look into the budget and to do some ‘brainstorming’ for FY12. Larry Jones added that he would like to see additional funds placed in the Public Relations line item for FY12. Bill Johnson suggested the Board that a meeting date be set to look at the budgetary issues in January. Larry Jones made a motion to approve the proposed TCLA budget for FY12 included in the Board packet. Karen Medders-Bowman seconded the motion. When voted upon, Carl Clark and Don Welch voted in the negative. The motion passes with the majority of the votes cast in favor of this motion.

Jim Divincen did ask for approval to enter into an advertising contract with KRCG television station. The proposal for advertising in July, August and September of 2011 and April, May, and June of 2012 is in the amount of \$19,800.00. Sue Westenhaver made a motion that Jim Divincen enters into an advertising contract with KRCG in the amount of \$19,800.00 to be taken from the FY12 budget and submitted under the Cooperative Marketing Destination Application with the State of Missouri Division of Tourism. Don Welch seconded the motion. The motion passed unanimously when voted upon.

Legislative Affairs — Don Welch, Chair – Jim Moody introduced Missouri State Senator-Elect Mike Kehoe. Sen. Elect Kehoe thanked the Board for their support and opportunity to speak with them at their monthly meeting. Sen. Elect Kehoe indicated that he was aware of the many issues affecting the Lake of the Ozarks, and tourism, at the State level. Topics mentioned by Sen. Elect Kehoe were water quality, expressway signage, and small business growth. Missouri State Representative Elect Diane Franklin was also present at the meeting. Rep. Elect Franklin reiterated her concerns over many topics at the State level that directly affect the Lake of the Ozarks. Rep. Elect Franklin has proposed that all Legislators that represent any part of the Lake of the Ozarks area meet once per month to stay in contact on current happenings that affect the region. She also thanked the Board for their time and welcomed everyone to visit her in her office at the Capitol.

Jim Moody gave a brief report on the State revenues and what is expected for December. Mr. Moody believes that the possibility still exists that the State Tourism Budget might experience some cuts in FY12. A brief discussion occurred regarding the Fair Tax proposals and their effect on the economy.

Jim Divincen also noted to the Board the scheduling of the annual Legislative Reception on January 6, 2011, at Tan-Tar-A Resort between 6:00 p.m. and 8:00 p.m. in the Parasol Room.

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

time.

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen informed the Board that the month of October saw increased visits to the www.funlake.com website by approximately 3.5%.

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

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

Lodging Survey Committee – Chuck Bowman offered to contact those entities that have not responded to the recent survey sent to collection marketing/budget information for lodging associations.

Fishing Tournament Committee – Michael Spriggs informed the Board that the Fishing Tournament Committee recently held its first meeting and was well attended. The committee will meet again in January to discuss fishing tournament funding request criteria.

OLD BUSINESS

Inquiry Update – Tim Jacobsen reported inquiries were down year-to-date 10.5%. Jim Divincen reported that the Cooperative Marketing Program with the State of Missouri Division of Tourism will be eliminating the limits on the amount of online advertising that a Destination Marketing Organization can place which could possibly help inquiries in the future.

Legal Update - Jim Divincen reported that a trial date had been set for the litigation involving Estate Sales & Property Management of January 21, 2010. A preliminary hearing was held in November to further establish the items that will be before the Court at trial.

Other Old Business – Rebecca Green explained to the Board a recent discovery with regard to Vacation Guide lodging listings. She told the Board that a part of the CVB sales package to lodging properties is a ‘free listing’ in the Vacation Guide. TCLA offers members in good standing this same free listing. Throughout the recent process of determining eligible properties, Ms. Green found that a lodging property could be in delinquent status with TCLA but still receive the benefit of a free listing in the Vacation Guide and the Funlake.com website if they were in good standing with the CVB. Carl Clark made a motion to recommend to the CVB Board that a policy be adopted to remove CVB benefits from lodging members that are not in good standing with Tri-County Lodging Association. Sue Westenhaver seconded the motion. The motion passed unanimously when voted upon.

NEW BUSINESS

Water Quality Committee Update – Jim Divincen spoke to the Board in the Executive Director’s report about a recent meeting with Missouri Parks Director Bill Bryan, Joe Engeln – the Assistant Director of Science and Technology and Bill Arnold – the Lake of the Ozarks State Park Facility Manager. Mr. Divincen reported that all recent testing of water at Lake of the Ozarks fell well under the established EPA threshold.

Holiday Light Park Update – Jim Divincen, Tim Jacobsen, Karen Medders-Bowman and Rebecca Green spoke about the Lake Holiday Light Park and recent happenings with the City of Osage Beach. All those involved hope to be able to move forward on a positive note in the near future.

Other New Business

Don Welch indicated a new committee has been spearheaded by the Lake Area Chamber to address signage on the newly opened expressway. This committee will be working with the City of Osage Beach and the Missouri Department of Transportation on this signage issue.

The next TCLA Board meeting will be on January 20, 2011, in Morgan County.

There being no further business to bring before the Board, Carl Clark made a motion to adjourn. Sue Westenhaver seconded the motion. The motion passed and the meeting was adjourned at 12:43 p.m.