

## TRI-COUNTY LODGING ASSOCIATION

Thursday, February 23, 2012

The Tri-County Lodging Association met at 9:00 a.m. at The Resort at Port Arrowhead, Lake Ozark, Miller County, Missouri.

### TCLA Board Members Present:

Chuck Bowman  
Russell Burdette  
Carl Clark  
Fred Dehner  
Larry Jones  
Lance Utley  
Don Welch  
Sue Westenhaver  
Commissioner Brian Duncan

### TCLA Board Members Absent:

Commissioner Kris Franken  
Commission Jay Fisher  
Karen Medders-Bowman  
John Peters  
Bill Johnson  
Michael Spriggs

Also present were Jim Divincen, Bruce Vanderveld, Lagina Fitzpatrick, Heather Brown, Jeff Wohlt, Eric Homan, Jim Moody, John Olivarri, Mike Kellner, Pamela Lanier, Kristina Ryterski, Emily Wallace, Cari Ellis, Janet Phillips, Valerie Thomas, Dale & Daphne Jeffries, Nicole Keever, Jo Duncan, Maggie Schaffer, Christina Wilson, and Rebecca Green.

### **CALL TO ORDER**

Sue Westenhaver called the meeting to order at 9:02 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**

Don Welch made a motion to approve the January 19, 2012, TCLA Board meeting minutes. Carl Clark seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Carl Clark made a motion to approve Bill #202. Russell Burdette seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

A lodging tax collection report was included in the Board packets for review. Bruce Vanderveld indicated that year-to-date collections were down 4.82% year-to-date through November 2011.

## **FUNDING OR OTHER REQUESTS**

A funding request was submitted for the Annual Luova Designs Fashion Expo to be held June 29<sup>th</sup> through July 1<sup>st</sup>, 2012, in the amount of \$10,000. Janet Phillips with Luova Designs presented information to the Board about this event and fielded questions regarding advertising, booth rental, lodging and sponsorships. The Board will take this information under advisement and will address funding later in the meeting.

A funding request was submitted in the amount of \$800.00 by Pamela Lanier for the St. Patrick's Day Water Parade. Ms. Lanier spoke briefly about this event and answered questions about the history of the event. The Board will take this information under advisement and will address funding later in the meeting.

A funding request was submitted in the amount of \$7,810.00 by the Camden County Historical Society for a Civil War Re-enactment – Battle of Monday Hollow. Ms. Valerie Thomas made a brief presentation to the Board and answered questions about the details of this event, attendance, logistics and income opportunities. The Board will take this information under advisement and will address funding later in the meeting.

## **LEGISLATIVE REPORT**

Jim Moody provided information to the Board about Senate Bill 719 regarding temporary boating permits for out-of-state boaters. The Board discussed this legislation with regard to the testing for the permit, the cost and how it affects the boat rental businesses.

Mr. Moody also covered information about House Bill 1732 regarding school start dates uniformity. He indicated information was being sought at this time about lost revenues for the State due to early school start dates.

Mr. Moody briefly covered State budget issues and recent re-districting actions taken.

Don Welch informed the Board that lodging properties would not be required to install ADA pool lifts unless their property pools are undergoing extensive renovations or they are installing new pools.

## **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. Activities include preparation of Cooperative Marketing applications for Public Relations and Leisure Travel Marketing, media visits in New York, Chicago, and Milwaukee, planning either pre or post media visits for Missouri Outdoor Communicators and AGLOW and getting ready to attend Midwest Travel Writers conference in May to promote the Lake of the Ozarks. Also TBWG is working on an upcoming golf fam tour in June as well as the Lake of the Ozarks Golf Week to take place in September. Jim

Divincen asked Ms. Duncan to relay to Marjorie Beenders what a great job she did at a recent PR Seminar hosted by TCLA here at the Lake.

## **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke to State Representative Cookson about his proposed school start date legislation, met with a consultant for Old Kinderhook, prepared a small business marketing seminar, finalized cooperative marketing applications, sent the FY13 media plan to the State's ad agency, spoke with Division of Tourism Director Katie Steele Danner regarding SEM marketing with relation to the Cooperative Marketing program, spoke with Representative Rodney Schad regarding his proposed legislation on noise levels at the Lake, planned a media visit for Brent Frazee, Outdoor Editor of the Kansas City Star and assisted Dr. Joel Schumacher with planning a water-testing visit to the Lake of the Ozarks. Another item Mr. Divincen mentioned was the Liverpool Legends concerts on March 2<sup>nd</sup> and 3<sup>rd</sup> and upcoming radio interviews with band leader Marty Scott and Louise Harrison.

## **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** – Lagina Fitzpatrick, Director of Sales, reported about her past month's activities as outlined in the Group Sales Report included in Board packets. Ms. Fitzpatrick spoke to the Board about an upcoming opportunity to host the Missouri Association of Career & Technical Education (MO-ACTE) conference in July 2014. Ms. Fitzpatrick will be making a presentation to this group in March and requested incentive funds to offer this group for choosing the Lake of the Ozarks. This group would generate approximately 2,400 room nights over a four (4) night period. Larry Jones made a motion to appropriate \$15,000.00 plus transportation costs out of the FY15 TCLA budget for the MO-ACTE Conference to take place in July 2014. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

**Special Events-** Karen Medders-Bowman, Chair – Jim Divincen, as requested by Karen Medders-Bowman, proposed that the Board approve committing \$10,000.00 per year for five (5) years for the City of Osage Beach if they agree to take over the Lake Holiday Light Park. Mr. Divincen stated that Ms. Bowman also suggested committing an additional \$5,000.00 per year for five (5) years to be designated solely for the promotion and advertising of the Lake Holiday Light Park should the City of Osage Beach agree to host the event. A discussion was held regarding the many aspects of the Light Park, if the monies committed could go to other events and ownership of the displays in the future. Following the discussion Fred Dehner made a motion to donate the Lake Holiday Light Park displays and storage trailers to the City of Osage Beach and offer to pay the City \$10,000.00 per year for five (5) years beginning with the FY13 budget if they would agree to take over and run the Lake Holiday Light Park. Mr. Dehner added that \$7,000 would be given directly to the City of Osage Beach for the Light Park each and TCLA would retain \$3,000 each year to advertise and promote the event for the City. After two (2) years the City would retain ownership rights of the displays and trailers. If the City should decide after opening the park one (1) year they wish to discontinue, the ownership of the displays and trailers would revert back to the Lake Holiday Lights Committee. Russell Burdette seconded the motion. The motion passed unanimously.

**Fishing Tournament Committee** – Michael Spriggs, Chair – Jim Divincen spoke to the Board about contacting event coordinators for Bassmasters tournaments. Unfortunately the monies needed to host a Bassmaster tournament would be too high for consideration. Mr. Divincen also spoke about the current offer of \$20,000.00 to FLW Outdoors to host a tournament that would

include television coverage. The event coordinator had not responded to this offer as was promised by mid-January. Mr. Divincen was also made aware that the tournament director had reached out to other Lake entities for in-kind donations. Upon further discussion, Carl Clark made a motion to rescind the existing offer of \$20,000.00 to host an FLW Tournament. Chuck Bowman seconded the motion. When called for a vote, Larry Jones issued the one dissenting vote for this motion. The motion passes with a majority of the Board in favor of the motion.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – Mike Kellner with Missouri Life Magazine gave a presentation to the Board about an upcoming advertising opportunity in the June issue. This issue could include a page for the Lake of the Ozarks promoting events and directing readers to [www.funlake.com](http://www.funlake.com). The magazine would also reach out to local businesses to advertising around the Lake of the Ozarks advertising. Mr. Kellner was asked questions about being approved for the Cooperative Marketing Program with the Division of Tourism and tracking information. This publication is approved by the Division of Tourism, and there would be limited tracking information available. After further discussion, Fred Dehner made a motion to approve the purchase of a one (1) page ad for the Lake of the Ozarks in the amount of \$1,700.00 in Missouri Life Magazine out of FY12 Special Events Reserve line item. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

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

**Web Site Committee Report** – Bill Johnson, Chair – Eric Homan summarized the web report included in Board packets. Mr. Homan explained the various website reports as well as statistics regarding the mobile applications offered by Lake of the Ozarks. Mr. Homan also covered information about the new and current SEM program and would include in the future a page in the web report covering this specific program. Jim Divincen also noted that Madden Media would be hosting a Google Analytics seminar at the Lake on June 6<sup>th</sup> from 1pm to 3pm.

**Local PR Committee** – Bill Johnson, Chair – Jim Divincen confirmed that press releases were being sent following Board meetings to the media and feedback had been received.

## **OLD BUSINESS**

**Inquiry Update** – Jim Divincen reported that inquiries were up 220% from last year. Part of this includes Vacation Guides that had been sent in 2011 but were fulfilled in 2012. He also mentioned that the majority of the requests were from reader service cards.

**Legal Update** – Jim Divincen reported that a hearing took place on January 11, 2012 regarding a Motion for Summary Judgment with regard to litigation with Estate Sales & Property Management. Mr. Divincen is expecting a ruling to be handed down at any time with regard to this Motion.

**Seminars** – A Google Analytics seminar will be held on June 6, 2012, between 1pm and 3pm.

**Other Old Business** – None at this time.

## **NEW BUSINESS**

**Lake of the Ozarks Welcome Sign** – A Thank-You letter was included in Board packets for their funding assistance of the Lake of the Ozarks Welcome sign.

## **Other New Business**

The Board had several items under consideration from previous presentations in the meeting. They are as follows:

**Annual Luova Designs Fashion Expo:** Russell Burdette made a motion to approve this funding request in the amount of \$10,000.00. Lance Utley seconded the motion. When a vote was taken, all opposed this motion therefore the motion fails.

**St. Patrick's Day Water Parade:** Carl Clark made a motion to fund this event in the amount of \$800.00 out of FY12 Special Events Reserve. Fred Dehner seconded the motion. The motion passed unanimously.

**Civil War Re-Enactment:** Russell Burdette made a motion to fund the \$1,000.00 donation for the MTA Foundation for the Civil War Re-enactment from the FY13 Reserve budget. Fred Dehner seconded the motion. The motion passed unanimously.

Chuck Bowman expressed his appreciation and commended all those involved in the recent educational seminars. Russell Burdette also mentioned he thought great information had been presented.

The next TCLA Board meeting will be on March 22, 2012, at the Inn at Grand Glaize in Camden County. This meeting will be scheduled for 1:00 p.m. The CVB Annual Dinner will be held at the same location on that date beginning at 5:30 p.m.

There being no further business to bring before the Board, Russell Burdette made a motion to adjourn. Chuck Bowman seconded the motion. The motion passed and the meeting was adjourned at 12:39 p.m.