

## TRI-COUNTY LODGING ASSOCIATION

Thursday, January 19, 2012

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  
Russell Burdette  
Carl Clark  
Fred Dehner  
Bill Johnson  
Michael Spriggs  
Lance Utley  
Don Welch  
Sue Westenhaver

### TCLA Board Members Absent:

Commissioner Kris Franken  
Commission Brian Duncan  
Commissioner Jay Fisher  
John Peters  
Larry Jones

Also present were Jim Divincen, Bruce Vanderveld, Lagina Fitzpatrick, Michael Capps, Michelle Knollhoff, Paul Leahy, Heather Brown, Jeff Wohlt, Eric Homan, and Rebecca Green.

### **CALL TO ORDER**

Sue Westenhaver called the meeting to order at 9:00 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

Russell Burdette made a motion to approve the agenda. Michael Spriggs seconded the motion. The motion passed unanimously.

### **MINUTES**

Michael Spriggs made a motion to approve the December 1, 2011, TCLA Board meeting minutes. Don Welch seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Michael Spriggs asked questions regarding items on the bill list including a gift card purchase, a 'web posting' charge, and Missouri Travel Council dues. Sue Westenhaver asked about a payment to Madden Media. The items were explained to their satisfaction.

Don Welch made a motion to approve Bill #201. Michael Spriggs 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 by 4.04% through October 2011.

## **FUNDING OR OTHER REQUESTS**

A funding request was submitted for the Missouri State SAF High School Bass Fishing Tournament, Saturday, April 14, 2012, in the amount of \$1,800.00. Michael Spriggs informed the Board that the Fishing Tournament Committee had met to discuss this tournament and funding request. It was also learned that this tournament had changed dates to the first weekend in June, 2012. The recommendation of the Fishing Tournament Committee was to fund this tournament in the amount of \$500. Michael Spriggs made a motion to fund \$500 for the Missouri SAF High School Bass Fishing Tournament out of FY12 Special Events Reserve. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

A funding request was submitted for "Five Music Festivals" by Camden on the Lake in the amount of \$50,000.00. Michael Capps, GM for Camden on the Lake, presented information to the Board about potential concert events to take place at Camden on the Lake on various dates in 2012, including May 27, June 16, July 1, August 11, and September 2<sup>nd</sup>. Questions were asked regarding sponsorships obtained, seating capacity, and comp tickets to be given. 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 \$1,000.00 by the event coordinator for the Bonk Hard Chill. After a brief discussion, Karen Medders-Bowman made a motion to fund \$500 out of FY12 Special Events Reserve for this event, with one-half of the funds prior to the event to be disbursed, the remaining half to be disbursed following the event with a Post Event Funding Request Form. Don Welch seconded the motion. The motion passed unanimously.

The Lake of the Ozarks Golf Council submitted a funding request in the amount of \$5,000.00 for the Lake of the Ozarks Golf Trail Week. Chairman Paul Leahy of the Golf Council was present to provide information about this event and field questions from the Board. Mr. Leahy explained that this event would only allow participants that are staying in lodging accommodations at the Lake of the Ozarks in order to generate room nights. Several golf courses would be participating and this event would be promoted at sport & golf shows during the 2012 winter months, as well as through the Spring and Summer months at the participating golf courses. The Board will take this information under advisement and will address funding later in the meeting.

## **LEGISLATIVE REPORT**

Don Welch spoke to the Board about current legislation proposed by Rep. Rodney Schad regarding noise levels/decibels at the Lake of the Ozarks. After a brief discussion Don Welch made a motion that the TCLA Board opposes the current noise legislation, Missouri House Bill 826, proposed by Rep. Rodney Schad. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

A discussion regarding ADA regulations for accommodation facility pools were discussed. The Board learned that this would only be applicable if existing pools were renovated or new pools were installed.

Carl Clark informed the Board that the Missouri Hotel & Lodging Association Director was no longer in this position and that Legislative reports in the future would be more forthcoming.

## **P. R. FIRM UPDATE**

Jim Divincen explained to the Board that representatives from The Beenders-Walker Group were unavailable for this meeting due to a family emergency and to the compilation of cooperative marketing applications quickly approaching deadline.

## **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about attending the recent reception honoring the Top 10 Women at the Lake of the Ozarks, which included Rebecca Green with TCLA. He also mentioned working on finalizing with Madden Media the new SEM program, working on the Research & Convention Marketing applications, attending a round-table discussion with U.S. Senator Blunt, working on several fishing tournaments and attending the annual Legislative Reception at Tan-Tar-A Resort.

## **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 about the FLW fishing tournament and indicated a decision was to be made about this tournament taking place at Lake of the Ozarks in mid-January. Ms. Fitzpatrick also covered information about tradeshows and redesigning the meetings website.

Jim Divincen read a letter he received from a group meeting planner commending Lagina Fitzpatrick on her services provided with going above and beyond to assist the group in viewing their options at the Lake of the Ozarks. For this very reason, this particular group has chosen the Lake of the Ozarks to host their 2012 meeting.

**Special Events**- Karen Medders-Bowman, Chair – Karen Medders-Bowman spoke to the Board about scheduling a 'brainstorming' meeting to discuss future events. This committee scheduled a meeting for March 14, 2012, beginning at 12:00 p.m. with the location to be determined. Russell Burdette presented the idea of hosting a Blues Festival at the Lake of the Ozarks, possibly in conjunction with a car show. The dates being considered would be in either September or October. TCLA would be asked for assistance in promoting the event while the individual businesses participating would be in charge of acquiring their own entertainment.

Jim Divincen reported to the Board that a letter of support had been sent to the Missouri State Highway Patrol-Water Patrol Division for an event proposed by Ron Duggan at Captain Ron's. The event, Liquid Force Bro-Stock, would take place at the beginning of June and have world-class wake boarders competing.

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

**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.

**Local PR Committee** – Bill Johnson, Chair – Fred Dehner commented that he had heard several good comments on the recent article in the Business Journal authored by Jim Divincen. Jim Divincen also mentioned that the most recent press release regarding the TCLA Board recognizing the BDSA’s efforts towards tourism.

**Fishing Tournament Committee** – Michael Spriggs, Chair – Michael Spriggs reported that the Fishing Tournament Committee recently met regarding hosting a TCLA Fishing Tournament, possibly in March 2013. Mr. Spriggs also gave an update regarding negotiations with the FLW Tournament.

## **OLD BUSINESS**

**Inquiry Update** – Heather Brown reported that inquiries had increased online but declined in print. She also mentioned to the Board an opportunity for CVB members to advertise on printed maps.

**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. No rulings have been made at this time regarding this motion.

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

## **NEW BUSINESS**

**Lake of the Ozarks Welcome Sign Presentation** – Joe Roeger, Rocky Miller, John McWhirter and John Caran were present to provide information about a sign to be installed near Highway 54 and Highway 242 that will read: Lake of the Ozarks. This sign would be visible to all that are entering the new expressway traveling into the Osage Beach/Lake Ozark area. The sign will sit upon a 4 foot concrete wall and the letters will be 8 foot tall for visibility. Costs were explained for this sign and other entities contributing were given. This group was asking for a \$5,000.00 donation from the TCLA Board. The Board thanked the group for their presentation and information. They will discuss funding later in the meeting.

### **Other New Business**

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

**Five Music Festivals at Camden on the Lake:** Russell Burdette made a motion to approve this funding request in the amount of \$50,000.00. Michael Spriggs seconded the motion. When a vote was taken, all opposed this motion therefore the motion fails.

**The Lake of the Ozarks Golf Trail Week:** Karen Medders-Bowman made a motion to fund this event in the amount of \$5,000.00 out of FY13 Special Events Reserve. Bill Johnson seconded the motion. The motion passed unanimously.

**The Lake of the Ozarks sign:** Bill Johnson made a motion to fund \$10,000.00 for the Lake of the Ozarks sign proposed earlier in the meeting out of the Lake Holiday Light Park line item in the FY12 budget. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

In addition, Bill Johnson made a motion that the Board be presented all Post Event Funding Request forms for review in the Board packets provided prior to meetings. Michael Spriggs seconded the motion. The motion passed unanimously.

Michael Spriggs asked that the “Fishing Tournament Committee” report be moved on the TCLA meeting agenda up with the “Special Events Committee”.

The next TCLA Board meeting will be on February 23, 2012, in Miller County. This meeting will be scheduled for 9:00 a.m.

There being no further business to bring before the Board, Michael Spriggs made a motion to adjourn. Carl Clark seconded the motion. The motion passed and the meeting was adjourned at 12:20 p.m.