

TRI-COUNTY LODGING ASSOCIATION

Thursday, June 24, 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
Donna David
Bill Johnson
Larry Jones
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Fred Dehner
John Peters
Michael Spriggs

Commissioner Brian Duncan
Commissioner Carolyn Loraine
Commissioner Sonny Earnest

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Marjorie Beenders, Jim Moody, Russell Burdette, Geniece Tyler, Lagina Fitzpatrick, Chris Clark, Donna Swall, Caroline Toole and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 9:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver made a motion to approve the agenda. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

MINUTES

Carl Clark made a motion to approve the May 20, 2010, TCLA Board meeting minutes. Don Welch seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Carl Clark made a motion to approve Bill #184. Chuck Bowman seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen distributed a Director's Report to the Board for review. Mr. Divincen reported that he and other members of the Citizens for the Preservation of Lake of the Ozarks committee have been

traveling around meeting with different media entities in Springfield, MO, to help educate them on water quality and testing. He also indicated that he has upcoming appointments with media in Columbia, MO, as well. Mr. Divincen added that he has been requested to speak to the Lake of the Ozarks Marine Dealers' Association about water quality at a meeting on June 30, 2010.

Mr. Divincen recently attended a hearing in Camden County Circuit Court regarding the Estate Sales & Property Management lawsuit. Judge Moore also ruled that Estate Sales & Property Management could request and take depositions if they so choose, prior to July 24th, 2010. A trial date has been set for this matter on August 12th and 13th, 2010.

Mr. Divincen informed the Board of recent happenings with regard to the Cooperative Marketing Program with the State of Missouri Division of Tourism. He explained that the Destination Application budget had been decreased and that television website advertising in Springfield and Columbia were removed from the TCLA media plan. He has had many discussions with the Division of Tourism employees about the decrease and will continue to monitor this situation.

Mr. Divincen spent some time reviewing and making suggested changes for the TCLA Employee Handbook. He hopes to have this finalized in the near future.

FINANCIAL REPORT

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down 5.1% year-to-date. The month of April 2010 was up 5.6% from the month of April 2009.

FUNDING OR OTHER REQUESTS

A. 2 Dam Days – Lake of the Ozarks Watershed Alliance – September 25th and 26th, 2010

Donna Swall presented a funding request for the first time event, 2 Dam Days, in the amount of \$5,000.00. This event will feature a 91-mile kayak race over the course of 2 days, and will also offer a “Just for Fun” kayak race which will be a 14 mile race. Ms. Swall explained that a race director has been secured and this will hopefully be an annual event for the Lake of the Ozarks.

After a brief discussion, Karen Medders-Bowman made a motion to fund \$2,500.00 for 2 Dam Days to be taken out of the Special Events Reserve line item in the FY11 budget. Sue Westenhaver seconded the motion. When voted upon, Larry Jones voted against this motion. The motion passed with the majority of the Board voting in favor of this funding.

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 reported on recent journalists that have visited the area and the Golf Council's Familiarization Tour that hosted approximately 40 golf writers/journalists at Lake of the Ozarks. Ms. Beenders mentioned that Southern Living Magazine will be doing a story on Point Randall Resort, with the focus of “Going Green” at a small, family resort. Ms. Beenders suggested that “media training” be offered in the near future to anyone within TCLA or CVB that might come in contact with the media while they are working on stories about Lake of the Ozarks. Tim Jacobsen suggested CVB staff, as well as CVB Board Members, be invited to this training.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Jim Divincen reported that Mary Jo Biggs with the St. Louis office is currently at 47% of her goal for FY10 and at 21% of her goal for FY11. Vicki Schveninger with the Kansas City office is currently at 84% of her goal for FY10 and at 48% of her goal for FY11.

Jim Divincen also introduced Lagina Fitzpatrick to the Board and attendees. Ms. Fitzpatrick was recently hired as the Director of Group Sales to handle group, convention & reunion sales for the Lake of the Ozarks TCLA and CVB. Mr. Divincen has been working on a plan of action for Ms. Fitzpatrick and she will be merging the databases from the Kansas City and St. Louis offices for her records.

Mr. Divincen also noted that a letter will go out to TCLA members to seek their interest in receiving leads from the Director of Group Sales. He asked that the Board also give some thought to the incentive plan for the Director of Group Sales position, with his recommendation of a program based 50% on revenues and 50% on RFP's sent to members.

Karen Medders-Bowman made a motion that TCLA send floral arrangements to Mary Jo Biggs and Vicki Schveninger with the St. Louis and Kansas City satellite sales offices to thank them for their many years of service to the Lake of the Ozarks. Sue Westenhaver seconded the motion, the motion passed unanimously.

Special Events- Karen Medders-Bowman, Chair –Rebecca Green reported on the recent Canine Cannonball at Dog Days. The event was a success with large crowds in attendance. Ms. Green conducted three (3) live television interviews in Springfield, Missouri for this event. A contact was made during an interview with KOLR 10, and they will be coming to the Lake in the next week to do a “one-tank” story on Lake of the Ozarks.

Jim Divincen spoke to the Board about Lake of the Ozarks Bike Fest. He explained that he drafted the media plan and made certain TCLA advertising funds were utilized properly. Tim Jacobsen added that he believed that it was important for TCLA and CVB to stay involved with this group to help guide them in the right direction.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Carl Clark explained to the Board that with the decrease in funds available from the Division of Tourism Cooperative Marketing program, the Advertising/Budget/PR Committee met to discuss options. Mr. Clark explained that in order to fully fund the FY11 Media Plan, additional monies in the amount of approximately \$32,182.00, which would include the Lake of the Ozarks Golf Council's reduction in cooperative marketing funds as well. Karen Medders-Bowman made a motion to fund the FY11 Media Plan which would increase the overall TCLA FY11 Budget by approximately \$32,182.00. Don Welch seconded the motion. The motion passed unanimously.

Legislative Affairs — Don Welch, Chair – Jim Moody informed the Board that the Governor had called for a Special Session, which begins on this date, to discuss State employee pensions and incentives for large manufacturing companies, mainly the Claycomo Ford Plant in Kansas City, MO. Mr. Moody also discussed budget issues and sales tax revenues for the State.

Don Welch mentioned to the Board members that they might want to check into the Federal Hire Act. He explained that businesses could possibly be eligible for receipt of Federal funds for hiring

seasonal employees. Mr. Welch also mentioned that the State of Missouri will be voting on whether or not the Federal health insurance mandate will be accepted in this State.

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

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen referred the Board to the web report in their packets. Mr. Jacobsen indicated that visitors to the website have increased year-to-date. Mr. Jacobsen added that the CVB staff was working on reviewing the new www.funlake.com website for any changes, corrections, or additions that need to be made. Mr. Jacobsen mentioned that the Restaurant Guide is now available on the website under the Restaurants section.

Mr. Jacobsen also spoke about recent Facebook seminars that were put on by the CVB staff, which were very well attended and received positive reviews. Another seminar will take place at the Eldon Chamber of Commerce on July 8, 2010.

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

Local PR Committee – Bill Johnson, Chair – Bill Johnson reported that he, Jim Divincen and others were communicating with local media entities to help them understand what it is that TCLA does and keep them informed of recent happenings within TCLA.

OLD BUSINESS

Inquiry Update – An Inquiry Report was included in the Board packet for the Board's review. It was noted that inquiries are down 24.8%. Tim Jacobsen mentioned that not all advertising has been placed as of yet and this might change this decrease in inquiries. Don Welch suggested that a report be included in the packets from Google Analytics and possibly Urchin each month to detect changes in website activity and how it relates to inquiries in order to get a larger view of activities.

Other Old Business – None at this time.

Legal Update - Jim Divincen reported that he attended a hearing at the Camden County Courthouse regarding the lawsuit involving Estate Sales & Property Management. Judge Stan Moore will allow the deposition of Mr. Divincen prior to July 24th. A trial date has been set for August 12th and 13th, 2010.

NEW BUSINESS

Water Quality Committee Update – Jim Divincen informed the Board that a local retail business owner, Selynn Barbour, recently visited with U.S. Representative Ike Skelton about securing funds to assist with water quality testing on Missouri waterways. Mr. Divincen informed the Board that it is his understanding that the Missouri Department of Natural Resources (DNR) is partnering with the USGS and the University of Missouri Science and Technology School – Rolla, to do testing that will hopefully be approved by the EPA. Karen Medders-Bowman made a motion that TCLA not request additional funds at this time from any governmental agencies for water testing of Lake of the Ozarks. Larry Jones seconded the motion. The motion passed unanimously. Sue Westenhaver requested that Jim Divincen communicate with Ms. Barbour to explain this position.

Branding Committee Update – Jim Divincen informed the Board that a committee had been formed to look into 'branding' the Lake of the Ozarks for future marketing efforts and to unify the Lake of the Ozarks tourism community. He explained that a company had been solicited to

conduct a study and to propose a 'brand' for the Lake, and the cost would be approximately \$88,000.00. Mr. Divincen spoke with Scott Hannah of Hannah Marketing in Colorado about this study and cost. He shared with the Board that Mr. Hannah proposed that a branding study could be completed for around \$30,000.00, and also felt that the price of \$88,000.00 was a very high cost to pay for this type of study. Mr. Divincen will look further into this study and keep the Board apprised of developments.

Other New Business

Jim Divincen informed the Board that he had been contacted by a 'trip planner' out of New York. The gentleman was inquiring about working with TCLA to bring a large group of high school and college students to Lake of the Ozarks for spring break in March 2011. The Board opted to not take any action on this information at this time.

Donna David with Lake House Inn requested further information about lodging tax collections in the Lake of the Ozarks Area Business District of Morgan County. Rebecca Green offered to assist Ms. David with all her questions immediately following the meeting.

The next TCLA Board meeting will be on July 22, 2010, in Miller County.

There being no further business to bring before the Board, Russell Burdette made a motion to adjourn. Karen Medders-Bowman seconded the motion. The motion passed and the meeting was adjourned at 12:35 p.m.