

TRI-COUNTY LODGING ASSOCIATION

Thursday, June 27, 2013

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

TCLA Board Members Present:

Dean Chininis
Bill Johnson
Larry Jones
Fred Dehner
Sheryl Elia
Michael Spriggs
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Commissioner Kris Franken
Commissioner Brian Duncan
Mark Krantz
John Peters
Sherry Shippee

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Lagina Fitzpatrick, Eric Homan, Robert Swengrosh, Nicole Kever, Dexter Whitney, Rob Howard, Jim Moody, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:04 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver asked that agenda item, 14B – Steady Rain Website Presentation, be moved up on the agenda. Additionally, Bill Johnson requested that the topic of 'water quality' be addressed under 'Old Business'. Dean Chininis made a motion to approve the Agenda with the suggested changes of moving Item 14B to the beginning of the meeting and addressing water quality under Old Business. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

No comments were received at this time.

MINUTES

Corrections to the minutes from the May 23, 2013 TCLA Board Meeting. The Fishing Tournament Committee Chairperson is no longer Michael Spriggs. Sheryl Elia is the Chair and should be changed on this section of the minutes. Also noted was the information presented under 'Budget/Advertising/PR Committee' to be incorrect. This information needed to be removed. Bill Johnson made a motion to approve the May 23, 2013, TCLA Board meeting minutes with the corrections suggested. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #216. Sheryl Elia seconded the motion. The motion passed unanimously. Bruce Vanderveld mentioned that the funding for this bill is allocated for the appropriate fiscal year per the expense.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections were up 3.6% for the month of April 2013.

STEADY RAIN PRESENTATION

Thompson Knox with Steady Rain, a website development company out of St. Louis, Missouri, spoke to the Board about his company's proposal to complete a website redevelopment project for Funlake.com website for CVB/TCLA. Mr. Knox supplied the Board with a set of phases in which the update could take place, based on need and preferred time-frame. Mr. Knox explained the phases of the project, answered questions regarding time frames, Steady Rain's history and expertise, and technical information about software that will be utilized for this project. Mr. Knox also indicated that quarterly updates could be generated for the redeveloped website as needed. The Board thanked Mr. Knox for his time and would contact him if there were additional questions or information needed before making a decision on pursuing this project.

FUNDING OR OTHER REQUESTS

A funding request was presented to the Board in the amount of \$5,000.00 for the ATA Taekwondo Regional Championships that will take place November 8th and 9th, 2013, at Country Club Hotel. Mr. Howard briefly explained the event, expected attendance and provided handouts for the Board to help further explain this event and organization. The Board thanked Mr. Howard for his time and information. They opted to review and discuss later in the meeting.

At this time, Michael Spriggs made a motion to move items 8(2) and 8(3) on the Agenda to the 'Group Sales' portion of the Agenda. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

LEGISLATIVE REPORT

Jim Moody reported to the Board on many topics including HB 253, the end of Fiscal Year 2013 and the Budget which is expected to be signed by the Governor in the next 24 hours. Mr. Moody informed the Board that all proposed Legislation had to be signed by July 14, 2013, to go into effect in August. On that note Mr. Moody concluded that the Legislation covering beach closings/ water quality had not yet been signed. During this portion of the meeting the Board discussed the recent beach closings, water quality issues and testing methods that lead to beach closings. The Board asked Jim Divincen to contact Bill Bryan with the Department of Natural Resources to inquire about testing calculations that lead to beach closings.

P. R. FIRM UPDATE

A Public Relations report prepared by The Beenders-Walker Group was provided for the Board's review.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen explained that advertisements had been published for the Group Sales position and also for soliciting RFP's for audit services. Mr. Divincen spoke about the first round of responses received from the guest surveys, also about coordination of the site visit for the 2018 Can Am Games, amending the FY14 TCLA budget and his upcoming appearance on a Kansas City radio show, The Outdoor Guys on ESPN 1150, that afternoon at Alhonna Resort. Mr. Divincen concluded with reporting the Division of Tourism had awarded TCLA over \$200,000 in matching funds for grant applications submitted for Fiscal Year 2014.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick covered information included in her Group Sales report included in Board packets. Ms. Fitzpatrick spoke briefly about filling the Group Sales position, that an offer had been extended and accepted by a candidate to be announced at a later time. She expects this person to begin between July 15th and July 22nd. Ms. Fitzpatrick is going to ask the new employee to begin by completing site visits of properties that receive group sales leads.

Ms. Fitzpatrick briefly updated the Board about the upcoming site visit for the 2018 Can Am Games. She spoke about a dinner cruise that would take place on Sunday, September 8th, in which the Board would be invited to join to meet the Can Am representatives and help answer any questions about the area and to welcome them. Ms. Fitzpatrick indicated that for their 4-day visit, including airfare, the expenses could run between \$4,000 and \$5,000. Fred Dehner made a motion to create a “Can Am” line item in the Group Sales portion of the TCLA Budget (G22) and place \$5,000 in this line item from FY14 General Reserve. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

At this time the Board discussed two (2) fishing tournaments previously presented under “Funding Requests”. The tournaments are “Fishers of Men National Fishing Tournament” and “Crappie USA”. After a brief discussion about these tournaments, Sheryl Elia made a motion to approve funding a \$2,500 host fee for the Fishers of Men Fishing Tournament. Michael Spriggs seconded the motion. The motion failed with all Board members present opposing said motion.

Sheryl Elia then made a motion to offer \$3,250 from FY14 General Reserve and a meeting room for the Spring Crappie USA tournament. In exchange for this offer TCLA would receive a full-page ad in their tournament publication. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

Special Events- Michael Spriggs, Chair – Michael Spriggs spoke briefly about upcoming events at the Lake of the Ozarks including the 4th of July holiday and Aquapalooza on July 20th.

Fishing Tournament Committee – Sheryl Elia, Chair –No report was given at this time.

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

Employee Performance Review – No report at this time.

Web Site Committee Report – Bill Johnson, Chair – Mr. Johnson informed the Board a Web Report was included in their packet for review.

Local PR Committee – Bill Johnson, Chair – Bill Johnson complimented Jim Divincen and Tim Jacobsen on their recent articles in The Lake Today.

CVB Update and Report – Tim Jacobsen reported that the CVB was working on sending their membership invoices at the beginning of July and also spoke briefly about a reality television show considering the Lake of the Ozarks as a location for filming.

OLD BUSINESS

Inquiry Update – Jim Divincen reported that inquiries were down 7,566 or 28.2% year to date, which can be attributed to the timing of receipt of reader-service cards and should improve in the near future.

Other Old Business – The Board discussed the proposal from Steady Rain for a website redevelopment project for Funlake.com. After a discussion of the proposal and funds already designated by TCLA and CVB for this project, Bill Johnson made a motion to approve the proposal from Steady Rain to update and rebuild the Funlake.com website to include the proposed Phase 1, as well as integrating portions of Phase 2 including Keyword Search and Responsive Design Integration to be funded from the FY14 General Reserve line item in the amount of \$13,425, to be added to the previous funds designated for the project by TCLA and CVB, for a total of \$72,825. Lance Utley seconded the motion. When voted upon, all voted in favor with the exception of one abstention vote from Larry Jones. The motion passed with the majority in favor of the motion.

At this time the Board reviewed and discussed the funding request previously presented for the ATA Taekwondo Regional Championship Event to be held in November. Lance Utley made a motion to approve funding in the amount of \$3,000 out of FY14 Special Events Reserve for the ATA Taekwondo Regional Championship Event in November 2013. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

Jim Divincen presented the Board with information regarding audit services from Daniel Jones & Associates out of Arnold, Missouri. Mr. Divincen explained that the proposals were received from Daniel Jones & Associates and Sid Dulle, CPA for audit services RFP. The bid submitted by Daniel Jones & Associates was \$6,650.00 for FY13, FY14, and FY15, with the caveat that this amount will not increase for those services in any of those years. Mr. Dulle's proposed amount for audit services for FY13 was \$9,300.00. Larry Jones made a motion to accept the proposal from Daniel Jones & Associates to complete audit services for TCLA for FY13, FY14, and FY15 in the amount of \$6,650 for each year. Don Welch seconded the motion. The motion passed unanimously when voted upon.

NEW BUSINESS

Other New Business – Jim Divincen informed the Board that a letter of appreciation had been sent to TCLA for their contribution to the recent Lake Race that took place in June.

The next TCLA Board meeting will be held on July 25, 2013, in Morgan County.

There being no further business to bring before the Board, Michael Spriggs made a motion to adjourn. Fred Dehner seconded the motion. The motion passed and the meeting was adjourned at 12:23 p.m.