

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 18, 2010

The Tri-County Lodging Association met at 2:00 p.m. at The Lodge of Four Seasons, Lake Ozark, Camden County, Missouri.

TCLA Board Members Present:

Chuck Bowman
Karen Medders-Bowman
Carl Clark
Fred Dehner
Bill Johnson
Larry Jones
Curt Mooney
Michael Spriggs
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Russell Burdette
Commissioner Brian Duncan
Commissioner Carolyn Loraine
Commissioner Sonny Earnest

Also present were Jim Divincen, Tim Jacobsen, Denise Decker, Bruce Vanderveld, John Peters, Lagina Fitzpatrick, Brent Simpson, Marjorie Beenders, Maggie Schaffer, Fire Chief Jeff Dorhauer, and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 2:00 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Bill Johnson requested the following items be added to the agenda under "New Business": DECA Transportation Bill, HOG Funding, and Expo Center.

Carl Clark made a motion to approve the agenda with the suggested additions. Fred Dehner seconded the motion. The motion passed unanimously.

MINUTES

Karen Medders-Bowman noted that in the February meeting minutes no report was written for "Website Committee" and under "Special Events" the day of the week listed for the upcoming Bike Fest meeting was incorrect.

Karen Medders-Bowman made a motion to approve the February 25, 2010, TCLA Board meeting minutes with the corrections suggested. Curt Mooney seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Bruce Vanderveld noted that in the Bills report that Line #33 should read “Fiscal 4th Quarter 2010 Payroll”.

Karen Medders-Bowman made a motion to approve Bill #181 with the suggested correction. Don Welch seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported that Lake of the Ozarks Bike Fest is moving forward. He informed the Board that developer Gary Prewitt has offered to update and make the necessary improvements for his expo center to be used as the main location for Bike Fest. Mr. Divincen met with Mr. Prewitt, and several City Officials to determine what would need to happen to this building in order to bring it into compliance with City Building Codes. Mr. Divincen also stated that he would be working with Ed Schmidt to create an advertising plan for this event.

Mr. Divincen gave a detailed explanation of recent meetings and happenings with relation to water quality at Lake of the Ozarks. He recently met with several experts in the field of water testing, and two (2) representatives with the USGS (United States Geological Survey) will be attending an upcoming water quality meeting to make a presentation about proper testing.

Mr. Divincen reported on the recent Liverpool Legends concerts and their success. He worked closely with the band and Ms. Louise Harrison on promoting this event. He anticipates a profit of approximately \$5,000.00 for this year’s concerts.

Mr. Divincen mentioned several other items including working on the FY11 Destination Advertising Grant application for the Division of Tourism, creating monthly newsletters for the TCLA membership, attended a meeting with a Harley Owners Group about hosting their convention at the Lake of the Ozarks in 2011, scheduled a special election for the Lake of the Ozarks Area Business District of Miller County – Less Than 51 Units and Medium Categories on April 16, 2010, and researching the costs involved with accurate and scientific water quality testing for Lake of the Ozarks.

FINANCIAL REPORT

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down 4.1% year-to-date. The month of January 2010 is ahead of January 2009 by approximately 7.2%.

FUNDING OR OTHER REQUESTS

No completed funding requests were submitted at this time.

P. R. FIRM UPDATE

Marjorie Beenders with The Beenders-Walker Group updated the Board on several public relations activities that are taking place at this time. Ms. Beenders discussed recent media visits completed, the planning of mini-press trips and a vacation promotion to take place on a Fox Television station

in St. Louis. The Board inquired of Marjorie her recommendations on handling the water quality articles about the Lake of the Ozarks. A discussion was held about this topic with several recommendations about responding to negative press that is unfounded by scientific facts. Ms. Beenders felt that it would be best for the Lake of the Ozarks to address the water quality issues with a campaign focused on being safe and having fun. She encouraged the Board to be proactive rather than reactive with regard to future testing.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Tim Jacobsen, Chair – Mary Jo Biggs with the St. Louis office is currently at 54% of her goal for FY10 and at 17% of her goal for FY11. Vicki Schveninger with the Kansas City office is currently at 76% of her goal for FY10 and at 35% of her goal for FY11. Carl Clark noted that the sales offices seem to be pacing better to meet their goals for FY11. Lagina Fitzpatrick noted that groups haven't been inquiring about water quality and it doesn't seem to be affecting group sales.

Special Events- Karen Medders-Bowman, Chair –Karen Medders-Bowman noted that she appreciated seeing the room nights on the Post-Event Funding Form included in the Board packets. A brief discussion was held on Liverpool Legends and Bike Fest. Ms. Medders-Bowman mentioned that Randy Kelly is now in charge of the Clown Classic golf tournament for anyone interested in participating.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Bill Johnson requested that next year a budget meeting be held prior to the March Board meeting. A discussion was held regarding the cooperative marketing grant funds available and the lack of funds to request full funding from the Division of Tourism for advertising. Mr. Divincen explained that the Destination Advertising Grant application is due April 15th. Don Welch commented that last year and this year the advertising has decreased 11%, and suggested that areas in the budget should be decreased to make up for the shortfall of funds to match with the State for advertising. Mr. Welch acknowledged that these were hard times and hard choices to make. He suggested that if we continue to lower our marketing plan each year it would continue to be the trend. Fred Dehner suggested that a full Board meeting be scheduled to discuss the budget for FY11, and the advertising options presented. A budget meeting was scheduled for March 24, 2010, at 1:00 p.m. at Quail's Nest in Osage Beach. Rebecca Green will complete the proper notices for this meeting.

Legislative Affairs — Don Welch, Chair – No report at this time.

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

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen noted that the new www.funlake.com website was up and running. He reminded everyone of the new opportunities for properties to display their logo and pictures on their website listing. Mr. Jacobsen also reported on the success of the social media entities, including Facebook fans that total over 28,000.

Office Exploration Committee – Bill Johnson, Chair – The Millenium Office Building in Lake Ozark was researched and discovered to be too expensive to be considered for CVB/TCLA offices.

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

OLD BUSINESS

Inquiry Update – An Inquiry Report was distributed to the Board for review.

Water Quality Test Funding - Jim Divincen has met with Dr. Carson and representatives of the USGS to discuss monies needed to complete proper water testing at Lake of the Ozarks. The prices range from \$20,000 to \$148,000.

Special Election – Miller County – The Lake of the Ozarks Area Business District of Miller County will hold a special election for the Less Than 51 Units and Medium Categories on April 16, 2010 at The Resort at Port Arrowhead in Lake Ozark, Missouri, between 1:00 p.m. and 3:00 p.m.

Other Old Business – Tim Jacobsen spoke to the Board about the Star Report provided by the Missouri Hotel & Lodging Association (MHLA). Mr. Jacobsen explained that a letter would need to be sent to MHLA to request a specific report pertaining to Lake of the Ozarks.

NEW BUSINESS

Water Quality Committee Update – The next scheduled meeting of the Citizens for the Preservation of Lake of the Ozarks will be March 23, 2010, at 2:00 p.m. at the main branch of Central Bank of Lake of the Ozarks.

Branson General Sales Tax Update – Tim Jacobsen reported that he, Jim Divincen, Don Welch, Bill Johnson, and Russell Burdette attended a meeting with Chamber executives in Branson, Missouri, to discuss their successful campaign to increase their general sales tax for promotion of their destination. Mr. Jacobsen and Mr. Divincen explained how Branson completed this campaign, the monies involved and how they are spent in Branson. Sue Westenhaver mentioned that she recently attended a conference and was able to hear Dan Lennon, Vice President of Marketing and Public Relations for the Branson/Lakes Area Chamber of Commerce, who was very informative about this endeavor. Mr. Jacobsen and Mr. Divincen will continue to seek out information about this type of tax increase and keep the Board updated.

Osage Beach Fire Protection District – Chief Jeff Dorhauer – Chief Dorhauer appeared before the Board for informational purposes regarding a new emergency warning notification system. Chief Dorhauer informed the Board that an emergency notification system would be in place in the next month, and is hoping to gain support from lodging properties to help inform guests of its existence while they are visiting Lake of the Ozarks. He informed that this system is at no cost to citizens or visitors and is geared at warning all those who participate of impending emergencies – from weather notifications to hazardous material spills. The Board agreed that this would be a great service to our guests and was receptive of passing along further information once received.

Other New Business –

DECA Transportation Bill – Jim Divincen informed the Board that a transportation invoice was presented by Discovery Shuttle in the amount of \$4,245.00 for assistance to the recent group visit by DECA. Lance Utley made a motion to approve \$3,800.00 out of Group Transportation to put towards this invoice. Sue Westenhaver seconded the motion. The motion passed unanimously. Camden Large Board members agreed to cover the shortfall from their reserve balances.

HOG Convention Funding – The Board decided to address this topic at the upcoming Budget Meeting.

Larry Jones commented that he believes the Board should research purchasing developer Gary Prewitt's expo center as it is for sale at this time. Mr. Jones noted that it would be advantageous to partner with the City of Osage Beach on this building.

Bill Johnson did a survey of the Board Members to learn their position on whether or not a press release should be issued at this time regarding water quality at Lake of the Ozarks. Mr. Johnson was the only Board member in favor of issuing such a press release at this time. It was stated that plans should be in place to handle the outcome of water testing in May.

The next TCLA Board meeting will be on April 22, 2010, in Miller 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 5:00 p.m.