

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 28, 2013

The Tri-County Lodging Association met at 2:00 p.m. at Tan-Tar-A Resort, Osage Beach, Missouri.

TCLA Board Members Present:

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

TCLA Board Members Absent:

Commissioner Brian Duncan
Commissioner Kris Franken
John Peters

Also present were Jim Divincen, Tim Jacobsen Marjorie Beenders, Eric Homan, Bruce Vanderveld, Lagina Fitzpatrick, Maggie Schaffer, Steve & Cathy Bruce, Jeff Carroll, Bob Schwartz, Joe Page and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 2:05 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Bill Johnson requested the topic of "QR Codes" be added to the Agenda under "New Business". Lance Utley made a motion to approve the agenda with the suggested addition. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

At this time Bob Schwartz and Joe Page presented a plaque of appreciation to the TCLA Board for their continued support of the "Hot Summer Nights" event that takes place on the Bagnell Dam Strip through the summer months. The gentlemen explained that this event continues to grow and would not be possible if it weren't for sponsors like TCLA.

MINUTES

Michael Spriggs made a motion to approve the January 24, 2013, TCLA Board meeting minutes. Sheryl Elia seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bills #213 and #214. Don Welch seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Bruce Vanderveld reported that lodging tax collections were up 1% year-to-date through January 2013.

FUNDING OR OTHER REQUESTS

A funding request was presented to the Board in the amount of \$5,000.00 for the Lake of the Ozarks Invitational Power Boat Race to take place June 6 through 9, 2013, on the Bagnell Dam Strip. Jeff Carroll, President of the Bagnell Dam Strip Association (BDSA) made a presentation to the Board and answered many questions about this event. He also explained confirmed sponsors of the event, including Pepsi/Mountain Dew and Formula Boats and the events that will take place during these dates in June related to this race. Mr. Carroll also explained that while this would not be an Offshore Super Series (OSS) *sanctioned* race, the race would still be hosted by OSS. Mr. Carroll also indicated the intent was to make this an annual event. The Board thanked Mr. Carroll for his time and will address funding this event when addressing 'Old Business' at the end of the meeting.

Mr. Carroll also took a moment to thank the Board for their support of the Lake of the Ozarks Pub Crawl. He provided event statistics and added that a fall event, LakeStock Fall Crawl, was scheduled at this time for November.

A funding request was presented to the Board in the amount of \$5,000.00 for the Lake of the Ozarks Blues & BBQ Weekend scheduled for May 17-18, 2013. The funds would be utilized for a billboard advertising campaign for this event. The Board will take this under consideration and address during the "Old Business" portion of the meeting.

LEGISLATIVE REPORT

Jim Divincen indicated that Jim Moody was unable to attend due to prior commitments during this Legislative session. Mr. Divincen spoke to the Board about beach-closing procedures being addressed through proposed Legislation at this time. He indicated that the Department of Natural Resources is currently suggesting a policy change rather than Legislation. Don Welch expressed concern of this procedure being 'policy' rather than in Legislation as policy changes are easily changed.

Mr. Divincen informed the Board that the Division of Tourism budget was on the House of Representative's perfection calendar with \$19 Million Dollars proposed for this budget. Mr. Divincen added that Legislation had been proposed that included another \$80,000.00 to be added to the Division of Tourism budget, with a portion being earmarked for the Lake of the Ozarks Invitational Power Boat Race.

P. R. FIRM UPDATE

Marjorie Beenders with The Beenders-Walker Group (TBWG) gave a brief summary of recent public relations efforts completed on behalf of the Lake of the Ozarks. Media visits and upcoming stories were discussed. Ms. Beenders also reminded the Board of the Legislative Ice Cream Social in May. At this time, Fred Dehner made a motion to accept the bid received for Public Relations Services submitted by The Beenders-Walker Group for FY14. Dean Chininis seconded the motion. The motion passed unanimously when voted upon.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about participating in the recent Lake of the Ozarks Business Conference,

visiting with a lodging property, Cross Pointe Retreat, about the collection of lodging tax, finalized and estimates that approximately \$6,000.00 to \$6,500.00 would be reduced from the Business District's upcoming bill as a result of another successful Liverpool Legends concert weekend, and spoke about testifying along with Joe Roeger and Jim Judas, in support of changing beach closing procedures through Legislation. Mr. Divincen spoke about participating in the Missouri Travel Council's Capitol Days on Tourism event and meeting with several area Legislators with a group of Lake area individuals and also spoke about upcoming Cooperative Marketing Application deadlines and submissions. Mr. Divincen briefly mentioned a recent fishing story in The Kansas City Star by Brent Frazee about Marcus Sykora and colder weather fishing.

At this time Mark Krantz took a moment to recognize Mr. Divincen's valuable insight Legislatively and his appreciation for Jim Divincen's assistance in speaking with our area Legislators about topics that are important to our Lake area residents and businesses.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales –Lagina Fitzpatrick indicated that a report of her recent activities had been included in the TCLA Board packets for their review. Ms. Fitzpatrick spoke about several groups and proposals she had been working on over the past couple of months. Some of these projects/groups include an MSAE Board Retreat, MACVB Conference in 2014 and 2015, and the Can-Am Games proposed for 2018. At this time Jim Divincen discussed with the Board the idea of hiring a part-time employee to assist with the Group Sales efforts, possibly January through June each year. Several Board members suggested that this might possibly need to be a year-round, part-time employee. The Board agreed that a separate meeting needed to be held to discuss the particulars about this position before making a decision to move forward.

Special Events- Russell Burdette, Chair – At this time, Russell Burdette made a motion to approve \$3,900.00 in the FY13 Special Events Reserve line item to cover advertising costs for 6 months on KRCG. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

Fishing Tournament Committee – Michael Spriggs, Chair – Mentioned during this portion of the meeting was the upcoming Big Bass Bash in April. Also, at this time, Jim Divincen proposed researching a new event for the Lake of the Ozarks. This would be a three (3) day event/competition to possibly include Fishing, Archery and Trapshooting to take place either in the Spring or Fall. The Board encouraged further exploration of this event.

Advertising/Budget/Public Relations – Fred Dehner, Chair – The FY14 TCLA budget was included in packets for review and approval. Bill Johnson made a motion to approve the FY14 TCLA Budget in the amount of \$1,307,823.00. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

Employee Performance Review – No report at this time.

Web Site Committee Report – Bill Johnson, Chair – Eric Homan provided a current web report to the Board in their packets. Mr. Homan covered information regarding recent SEM programs and indicated that the review of the www.funlake.com website had begun with Steady Rain, the company chosen to do this review. Mr. Homan indicated that weekly conference calls were taking place to familiarize Steady Rain with the website and the organizational 'make-up' of the organizations represented on this site.

Local PR Committee – Bill Johnson, Chair – Bill Johnson complimented all recent local public relations efforts.

CVB Update and Report – Tim Jacobsen reported that he recently learned that Stoneridge Amphitheater had been purchased by a gentleman from Colorado. Mr. Jacobsen mentioned that the CVB Annual Dinner would begin at 5pm on this date and that the CVB Member Event would be held at Bridal Cave on May 29th.

OLD BUSINESS

Inquiry Update – Jim Divincen reported that clicks to the www.funlake.com website were up 11,611 YTD. Mr. Divincen also noted that print inquiries were down YTD by 7,726.

Other Old Business – The Board briefly discussed the funding request presented by the Lake of the Ozarks Invitational Power Boat Race. Russell Burdette made a motion to approve \$5,000.00 as requested for this event. Lance Utley seconded the motion. When voted upon, all voted to decline this motion. The motion failed unanimously. The Business Districts indicated they would be voting to fund this request during their meetings on this date.

The Board then discussed the Lake Blues & BBQ Weekend funding request. Fred Dehner made a motion to fund \$1,000.00 out of Special Events Reserve to assist with billboard advertising for this event. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

NEW BUSINESS

Ad Effectiveness Study – Bill Johnson made a motion to accept the bid proposal for \$12,400.00 from H2R Research (Jerry Henry) for the FY14 Advertising Effectiveness Study required by the Missouri Division of Tourism Cooperative Marketing Program. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

Steady Rain Proposal – Fred Dehner made a motion to approve increasing the FY13 budget, line item M-7, in the amount of \$1,550.00 and utilizing \$1,000.00 out of General Reserve, line item N, to cover the costs associated with the review of the www.funlake.com website as proposed by Steady Rain. (This will cover half the costs of Steady Rain, the Convention & Visitor Bureau will contribute the remaining half for this project.) Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

Educational Seminar – Sue Westenhaver reminded the Board and attendees that a Social Media seminar would take place on April 2nd, 2013, at 1pm at the Inn at Grand Glaize. All area Chambers, TCLA and the CVB had partnered to offer this event to their members.

Guest Survey Postcard – Jim Divincen suggested creating postcards for use at lodging facilities directing guests to visit an online survey that will be created using Survey Monkey. He suggested offering a drawing for a two-night stay to be given away for each month the survey takes place – June, July and August. Bill Johnson made a motion to increase the FY13 budget by \$450.00 to cover the costs associated with this survey. Dean Chininis seconded the motion. The motion passed unanimously when voted upon. The remaining \$600.00 for the overnight stay incentive rooms was not appropriated at this time.

Other New Business – Bill Johnson suggested that TCLA consider adding QR Codes to their advertising in order to make access to the www.funlake.com website easier for potential visitors. The next TCLA Board meeting will be held on April 25, 2013, in Morgan County.

There being no further business to bring before the Board, Sheryl Elia made a motion to adjourn. Dean Chininis seconded the motion. The motion passed and the meeting was adjourned at 5:15 p.m.