

TRI-COUNTY LODGING ASSOCIATION

Thursday, May 29, 2014

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

TCLA Board Members Present:

Dean Chininis
Sheryl Elia
Bill Johnson
Larry Jones
John Peters
Mark Krantz
Sherry Shippee
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Commissioner Kris Franken
Commissioner Brian Duncan
Fred Dehner

Also present were Jim Divincen, Lagina Fitzpatrick, Bruce Vanderveld, Jim Moody, Chris Moody, Rep. Rocky Miller, Heather Brown, Alderman John Olivarri, Dexter Whitney, and Rebecca Green.

CALL TO ORDER

Vice-Chairman Lance Utley called the meeting to order at 9:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Bill Johnson made a motion to approve the Agenda as presented. John Peters seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

None at this time.

MINUTES

Sheryl Elia made a motion to approve the April 24, 2014, TCLA Board meeting minutes. John Peters seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

John Peters made a motion to approve Bill #227. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections for the month of March, 2014, were ahead of March, 2013, by 10.8%.

FUNDING REQUESTS

No funding requests were presented.

LEGISLATIVE REPORT

Jim and Chris Moody updated the Board on the most recent Legislative session. They covered topics regarding temporary boating identification, motor fuel exemptions, tourism funding, budget and revenue issues, transportation sales tax, wastewater permits and early voting. During this report, a discussion took place regarding the recent Legislation involving tax cuts in the State and how it will affect municipalities and individuals. Representative Rocky Miller and Alderman John Olivarri (City of Osage Beach) both shared information regarding this Legislation and its effect on local cities and counties. Bill Johnson spoke briefly regarding sewer inspections and wanted Rep. Miller to know that he believes these inspections should be public record and reported to the State.

P. R. FIRM UPDATE

Rebecca Green shared recent activities with regard to public relations on behalf of The Beenders-Walker Group. Ms. Green shared that The Beenders-Walker Group had attended a conference in St. Louis for the Midwest Travel Writers Association and then hosted several writers from this conference at the Lake of the Ozarks for a post-conference FAM tour. Ms. Green also shared that a recent visit by outdoor writer Dale Bowman with the Chicago Sun-Times has resulted in several stories about his trip to the Lake. Ms. Green then spoke briefly about the St. Louis Fox station contest “Free Trip Tuesdays” and the Lake’s participation which generates the highest response of all trips presented in this segment. Fred Dehner appeared on this station on behalf of the Lake of the Ozarks to promote the giveaway. Finally, Ms. Green explained that the Lake recently hosted bloggers from the Missouri Division of Tourism on a two (2) day FAM tour in order for them to get material for several upcoming blogs about the Lake.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen indicated that the Matching Marketing Grant had been completed and submitted to the Missouri Division of Tourism for consideration. Mr. Divincen spoke about finalizing the St. Louis Cardinals Radio Network commercials for both radio and the jumbo tron for pre-game advertising during games. Mr. Divincen thanked Evan Lampe for his assistance in producing/preparing the 60-second video for this pre-game added value advertising. Mr. Divincen also spoke about the billboard advertising in Kansas City and explained another billboard opportunity that the Business Districts might wish to consider during their monthly meeting.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick, Director of Sales, summarized the monthly group sales report included in Board packets. Ms. Fitzpatrick spoke briefly about the upcoming MACVB Conference and her upcoming trip to York, Pennsylvania to attend the 2014 Can-Am Games as research for submitting a proposal to host the 2020 Can-Am Games. Ms. Fitzpatrick also mentioned that the Can-Am Board of Directors is considering hosting their fall Board of Directors meeting at Lake of the Ozarks, which would be the first time a meeting of the Directors would take place at a location not currently under contract to host games. Ms. Fitzpatrick will keep the Board advised of developments with regard to this event.

Special Events- Michael Spriggs, Chair – Rebecca Green spoke briefly to the Board about a recent City of Osage Beach Citizens Advisory Committee meeting held on Tuesday evening regarding economic development for the City. Ms. Green and Alderman Olivarri were able to share with the Board information about this meeting and topics discussed including hosting events and/or festivals, forming a committee of business owners from within the City to assist with ideas of way to generate revenues, etc. Ms. Green also spoke briefly about the upcoming Canine Cannonball, the Lake Race and BroStock events taking place in June.

Fishing Tournament Committee – Sheryl Elia, Chair –Sheryl Elia inquired about the proposed improvements for the State Park – PB #2 and their progress. Jim Divincen indicated he would inquire about this and pass along any information he is able to find on this topic.

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

Employee Performance Review – No report was given at this time.

Web Site Committee Report – Bill Johnson, Chair – Heather Brown explained that a recently scheduled meeting for the Web Committee had been canceled due to several scheduling conflicts. She spoke about this committee meeting quarterly in the future. Ms. Brown spoke about the web report included in Board packets – explaining that the current format would change for next month’s meeting with the integration of the new Funlake.com website. At this time Larry Jones expressed concerns about the new Funlake.com and asked that Ms. Brown convey those concerns to Tim Jacobsen and Eric Homan, who were unable to attend this meeting.

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

CVB Update and Report – Heather Brown reported that the CVB just completed the Spring Harbor Hop and hosted 1360 ‘hoppers’. The CVB had wrapped up the 2014 Restaurant Guide and distributed this publication prior to the Memorial Day weekend. Ms. Brown spoke briefly about the addition of two (2) new part-time employees to replace retiring employees, the upcoming MACVB Conference, the conclusion of boat and travel

shows for the year and invited everyone to attend the CVB Board Meeting on June 17th at the Country Club Hotel to visit with Ross Summers, President & CEO of the Branson Lakes Area Convention and Visitors Bureau, speak about funding mechanisms that could be utilized to increase dollars available for advertising and marketing a destination. Mr. Summers will be sharing first-hand experience from the Branson communities and be available to answer any questions from the attendees.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. For the four (4) months ending April, 2014, print inquiries were up 1.3% and Funlake.com inquiries were down 9.8%.

Other Old Business – None at this time.

NEW BUSINESS

CBS Digital Billboard in KC - Jim Divincen spoke to the Board about the opportunity to purchase another billboard location in the Kansas City market through CBS Digital. The billboard recommended is located on I-35 traveling south into downtown Kansas City with a ‘right-read’ for passing traffic. This billboard would cost \$2,800.00 per month and is available beginning on July 14th, 2014 through September 21st, 2014. John Peters made a motion to appropriate \$2,800.00 to fund the billboard proposed out of FY15 TCLA Budget Line Item D-7, Special Events Reserve. Michael Spriggs seconded the motion. After discussion, Mr. Peters rescinded his motion.

John Peters then made a motion to appropriate \$5,600.00 to fund the billboard proposed on I-35 in Kansas City, MO, out of FY15 TCLA Budget Line Item D-7, Special Events Reserve, for the time period July 14, 2014, through September 21, 2014. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

Other New Business

Jim Divincen advised that the Board had previously moved to combine the upcoming July and August TCLA Board meetings, and that date could be set at the June Board meeting by the Board.

The next TCLA Board meeting will be held on June 26, 2014.

There being no further business to bring before the Board, Sue Westenhaver made a motion to adjourn. Dean Chininis seconded the motion. The motion passed and the meeting was adjourned at 11:08 a.m.