

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 24, 2011

The Tri-County Lodging Association met at 1:00 p.m. at The Lodge of Four Seasons, Lake Ozark, Camden County, Missouri.

TCLA Board Members Present:

Chuck Bowman
Karen Medders-Bowman
Russell Burdette
Carl Clark
Fred Dehner
Bill Johnson
Larry Jones
John Peters
Michael Spriggs
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Commissioner Kris Franken
Commissioner Jay Fisher
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Michael Capps, Jeff Carroll, Maggie Schaffer, Marjorie Beenders, Jim Moody, Lagina Fitzpatrick, and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 1:04 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver made a motion to approve the agenda as presented. Carl Clark seconded the motion. The motion passed unanimously.

MINUTES

Don Welch made a motion to approve the February 24, 2011, TCLA Board meeting minutes. Carl Clark seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Larry Jones made a motion to approve Bill #192. Carl Clark seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Activities and meetings included a meeting with City of Osage Beach officials about the potential to host an air show, met with State Park officials regarding geese abatement possibilities on and near public beaches, met with Jerry Harms, surveyor, regarding soccer field construction at the YMCA property, promotion of the Liverpool Legends concert which included radio interviews, prepared collections assessments on delinquent properties and finalizing agreements between the business districts and County Collectors. He attended a brainstorming meeting with tourism officials in Jefferson City and also attended a meeting with the Speaker of the House arranged by Rep. Diane Franklin. Mr. Divincen also continued work on the FY12 media plan for the Destination Application.

FINANCIAL REPORT

Bruce Vanderveld informed the Board that an updated Lodging Tax Collection report was included in their packets. Lodging tax collections were up year-to-date 4.3% through January 2011.

FUNDING OR OTHER REQUESTS

A funding request was presented for the Hell of Halloween Mountain Bike Race scheduled for Sunday, October 30, 2011, in the amount of \$1,000.00 to assist with costs for insurance, medals/trophies, t-shirts and course signage. After a brief discussion it was agreed that more information about this event would be needed. Larry Jones made a motion to table this request until further information can be obtained. Michael Spriggs seconded the motion. The motion passed unanimously.

P. R. FIRM UPDATE

Marjorie Beenders reported to the Board several recent public relations activities handled by her firm. Ms. Beenders indicated that her firm had been receiving good feedback from recent news, events and themed releases. She indicated that an art director is working on redesigning the logo for the "Lake Breaking Newsletter". Ms. Beenders informed the Board of upcoming media visits, including the editor of Midwest Living Magazine, Greg Philby. Ms. Beenders also reminded the Board that the annual Legislative Ice Cream Social will take place on Tuesday, May 3, 2011, in Jefferson City.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Jim Divincen presented information to the Board regarding an invoice in the amount of \$4,825.00 received from Discovery Shuttle for DECA transportation. Michael Spriggs made a motion to approve the balance of \$1,700.00 out of the FY11 Group Transportation budget line item go towards payment of the Discovery Shuttle DECA invoice, and refer the remaining invoice amount to the individual Business Districts. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

Lagina Fitzpatrick reported to the Board that her Group Sales report was included in their packet. Ms. Fitzpatrick spoke to the Board about larger groups choosing other destinations for their meetings/conventions due to room availability and meeting space constraints. The Board asked Ms. Fitzpatrick to keep track of lost business due to either rooms or meeting space.

At this time, Carl Clark made a motion to recess the TCLA Board meeting so that the Business Districts could hold their monthly meeting. Sue Westenhaver seconded the motion. The motion passed unanimously and the TCLA Board meeting recessed at 1:15 p.m.

Lance Utley made a motion to resume the TCLA Board meeting. Michael Spriggs seconded the motion. The motion passed unanimously and the TCLA Board meeting resumed at 1:27 p.m.

Special Events- Karen Medders-Bowman, Chair – Karen Medders-Bowman commended Jim Divincen for his excellent job on promoting the Liverpool Legends concert, particularly his radio interviews. Mr. Divincen reported on ticket sales and attendance for the concerts.

Ms. Medders-Bowman reported that it is possible that the Lake Holiday Light Park may take a year off to buy new displays and regroup.

Jeff Carroll attended the TCLA Board meeting to thank the Board for their support of the Mardi Gras Pub Crawl event. Mr. Carroll reported on the statistics for the event and informed the Board that the 2012 event will take place on February 11.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen reminded the Board that a ‘brainstorming meeting’ has been scheduled for March 30th, 2011, to begin at 12:00 p.m. at Quail’s Nest in Osage Beach. Everyone is welcome to attend.

Legislative Affairs — Don Welch, Chair – Jim Moody spoke to the Board about several topics with regard to legislation and the State budget.

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

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen supplied the Board with a map of the new Expressway that is now available on www.funlake.com. Mr. Jacobsen spoke to the Board about a mobile application for iPhone, Blackberry and Android phones for Lake of the Ozarks proposal submitted by Madden Media. The total cost for the mobile app would be \$19,975 – a one-time fee, with a \$400 monthly maintenance fee that will begin in the second year of service. TCLA would be splitting this cost with LOCVB. After a discussion about advertising, Larry Jones made a motion to move \$10,100 in the FY11 budget allotted for website advertising with KY3 out of Springfield, Missouri to be utilized for TCLA’s portion to move forward with the mobile application proposal. Russell Burdette seconded the motion. When voted upon, Carl Clark opposed the motion. The motion passes with the majority of the votes cast in favor of this motion.

After further discussion about funding for the mobile application, Don Welch made a motion to bring the motion regarding the funds designated for the mobile application back to the table for a 2nd vote. Fred Dehner seconded the motion. When voted upon, the motion passed unanimously.

A 2nd vote was called for the original motion made by Larry Jones to move \$10,100 in the FY11 budget allotted for website advertising with KY3 out of Springfield, Missouri, to be utilized for TCLA’s portion to move forward with the mobile application proposal. The original motion was seconded by Russell Burdette. When voted upon, the Board unanimously voted in the negative therefore the motion does not pass.

Carl Clark made a motion to fund \$10,000 for TCLA’s portion of the mobile application out of the

FY12 budget that begins July 1, 2011, from a line item to be determined at a later date. Don Welch seconded the motion. When voted upon, the motion passed unanimously.

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

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

Fishing Tournament Committee – Michael Spriggs, Chair – No report was given at this time.

Lodging Tax Committee – Fred Dehner, Chair – No report was given at this time.

OLD BUSINESS

Inquiry Update – Jim Divincen informed the Board that an inquiry report had been included in their packet.

Legal Update - Jim Divincen reported that agreements with the County Collector's offices were in the process of being approved and executed.

Soccer Field Update- Fred Dehner reported that a plat of the YMCA property had been provided to Jerry Harms for review with regard to constructing soccer fields. Mr. Dehner explained he had presented the idea to the YMCA Board and there is definite interest in partnering to manage new soccer fields. Mr. Dehner will obtain a proposal from Jerry Harms for the surveying work to begin this process.

Other Old Business – Tim Jacobsen reported to the TCLA Board that the CVB Board approved the policy that lodging members that are not in good standing with TCLA shall have their CVB benefits removed. A letter will be sent to all CVB lodging members notifying that this policy will go into effect on July 1, 2011.

NEW BUSINESS

Advertising Funds for Educational Seminar – The Board discussed appropriating funds to advertise upcoming educational seminars with the local media. Fred Dehner made a motion to allocate \$1,000.00 out of the FY11 General Reserve Fund to advertising the upcoming VisitMO.com and Facebook seminars. Karen Medders-Bowman seconded the motion. The motion passed unanimously. Jim Divincen will obtain advertising for this purpose.

Other New Business

The next TCLA Board meeting will be on April 28, 2011, in Camden County.

There being no further business to bring before the Board, Don Welch made a motion to adjourn. Karen Medders-Bowman seconded the motion. The motion passed and the meeting was adjourned at 3:44 p.m.