

TRI-COUNTY LODGING ASSOCIATION

Thursday, November 29, 2012

The Tri-County Lodging Association met at 1:00 p.m. at Quail's Nest Inn & Suites, Osage Beach, Missouri.

TCLA Board Members Present:

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

TCLA Board Members Absent:

Commissioner Brian Duncan
Commissioner Kris Franken
Bill Johnson
John Peters

Also present were Jim Divincen, Tim Jacobsen Marjorie Beenders, Jim Moody, Eric Homan, Evan Lampe, Bruce Vanderveld, Sue Chatham, Fire Chief Dorhauer, Fire Chief Ed Hancock, Police Chief Todd Davis, Fire Chief Mark Amsinger, Fire Chief Scott Frandsen, Deputy Sheriff Kelly Luttrell, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 1:00 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver requested approval for moving various items on the agenda in order to accommodate guest's schedules for this meeting. Mark Krantz made a motion to approve the agenda giving Ms. Westenhaver discretion to move around agenda items as she sees fit. Russell Burdette made a motion to approve the agenda with the suggested change. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

None at this time.

MINUTES

Don Welch made a motion to approve the October 25, 2012, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Don Welch made a motion to approve Bill #211. Larry Jones seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections were down 2.42% year-to-date through September 2012. At this time Bruce Vanderveld announced that his office would be merging with Evers & Company and Eldon Becker, CPA, and relocating to new offices in Osage Beach after the beginning of the year.

FUNDING OR OTHER REQUESTS

A funding request was presented to the Board for the Lake Area Pub Crawl to be held in February 2013. The Board asked the individual Business Districts to consider funding. Marjorie Beenders with The Beenders-Walker Group asked for direction with regard to creating a press release for this event. Larry Jones made a motion for The Beenders-Walker Group to create and distribute a press release for the 2013 Lake Area Pub Crawl. Don Welch seconded the motion. When voted upon, Mark Krantz cast a ‘no’ vote for this motion and Russell Burdette abstained from voting. The motion passed with the majority voting in the affirmative.

Another event addressed at this time is the Rowdy Run, an adventure course race to take place in March 2013 at the River Bottom MX Park, owned by Greg Surdyke. After a brief discussion and explanation, Russell Burdette made a motion that TCLA do at least \$500.00 of in-kind promotion of this event reserving the right to do more if need arises. No second was given for this motion therefore the motion died. Fred Dehner then made a motion to table consideration of funding for this event until the January 2013 TCLA Board meeting after further research is completed. Michael Spriggs seconded the motion. The motion passed unanimously.

At this time the Board heard from Tim Jacobsen, Executive Director of the Lake of the Ozarks Convention & Visitor Bureau about the Lake of the Ozarks Air Show in 2013. Mr. Jacobsen discussed this event, the opportunities for growth and the possibility of charging for parking at the event in 2013 to raise additional funds. Russell Burdette made a motion to fund the Lake of the Ozarks Air Show at the same level as 2012, \$7,000.00 with the request that there be a focus on generating overnight rooms during this event. Don Welch seconded the motion. The motion passed unanimously when voted upon.

LEGISLATIVE REPORT

Jim Moody spoke to the Board about election results from November. Mr. Moody covered information about President Obama’s healthcare initiatives and Missouri Governor Jay Nixon’s proposed Medicaid expansion.

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. Ms. Beenders spoke about attending two (2) travel media market places and is working with many publications on potential stories. Ms. Beenders also covered information regarding the Public Relations Application and switching media visits with the approval of the Division of Tourism.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen attended several meetings and events over the course of the month including the Camdenton Chamber Annual Dinner and Lake of the Ozarks Wine Trail event, met with a representative from Collinson Publishing about group sales tradeshows and advertising, met with TCLA auditors, assisted in the preparation of a Conversion Study, and worked closely with officials

from the City of Laurie on the Enchanted Village of Lights. Mr. Divincen prepared a Project Summary for the FY12 Destination Application for the Division of Tourism Cooperative Marketing program and met with City of Osage Beach officials about participating in the Destination Application for FY14 and marketing to sporting teams.

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. During this portion of the meeting Ms. Fitzpatrick and Jim Divincen spoke about an opportunity that had arisen as a result of Ms. Fitzpatrick’s sales efforts to host the 2018 Can Am Games Police and Fire Games. Several members of local emergency departments were present during the meeting to gather information about hosting this event and see if the departments would be interested in providing support for the event. All organizations present including the Osage Beach Fire Protection District, Mid County Fire Protection District, Lake Ozark Fire Protection District, Sunrise Beach Fire Protection District, Osage Beach Department of Public Safety, Camden County Sheriff’s Department and the Missouri Highway Patrol were in agreement to pursue hosting this event in 2018. Ms. Fitzpatrick would move forward with gathering ‘letters of intent’ from the departments to submit in January 2013 for consideration.

Special Events- Russell Burdette indicated that the new process for funding requests needs to be revisited. Mr. Burdette also indicated that discussion were taking place regarding the Blues & BBQ event and how to make this more successful in the future. Tim Jacobsen mentioned that a group from the Bagnell Dam area had formed to start planning Offshore Super Series Races to take place in June 2013. This group had not yet submitted a funding request but is expected to do so in the near future.

Fishing Tournament Committee – Michael Spriggs, Chair – Michael Spriggs spoke to the Board about current funding for fishing tournaments for FY13 and suggested reallocating funds. Following Mr. Spriggs’ recommendations after vast research, Fred Dehner made a motion to reallocate fishing tournament funds in the FY13 Budget as proposed by the Fishing Tournament Committee. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

Michael Spriggs made a motion that an RFP be issued by Director of Sales Lagina Fitzpatrick for the upcoming Joe Bass Tournament. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen requested a first-round budget meeting be scheduled. All agreed that this meeting would take place on Thursday, December 13, 2012, at 12:00 p.m. at Quail’s Nest Inn & Suites in Osage Beach.

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 research would begin soon on the cost of revamping the www.funlake.com website.

Local PR Committee – Bill Johnson, Chair – Sue Westenhaver commended Jim Divincen and Tim Jacobsen on their recent participation in a Focus Group that included TCLA, CVB, Camdenton Chamber, Lake West Chamber and Lake Area Chamber. Ms. Westenhaver indicated that TCLA would be inviting all area entities to participate and partner on an upcoming educational seminar in

January.

OLD BUSINESS

Inquiry Update – Jim Divincen reported that clicks to the www.funlake.com website were up YTD showing a 29% increase. Mr. Divincen also noted that print inquiries were down YTD by 8.2%.

Focus Meeting Update – Sue Westenhaver indicated the information on this topic was covered under the “Local PR Committee” update.

SEM – Division of Tourism Increase in Funding – Jim Divincen explained that the Division of Tourism increased their matching funds for local destinations to utilize SEM programs. Larry Jones made a motion to increase the FY13 TCLA budget by \$5,000.00 for Line Item M-2 (SEM Budget). Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

At this time Tim Jacobsen indicated that the CVB had been given an opportunity to purchasing a banner ad with Madden Media which cover 100,000 circulation for a total of \$375, of which the CVB would cover half the cost. Larry Jones made a motion to approve spending \$187.50 out of General Reserve FY13 to cover half the cost of the Madden Media banner advertisement. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

Other Old Business – Jim Divincen indicated that a Judgment had been recently signed and approved in the litigation involving Estate Sales & Property Management. This document had been included in Board packets for review. Larry Jones made a motion to approve the Judgment with regard to this litigation. Russell Burdette seconded the motion. The motion passed unanimously.

NEW BUSINESS

Other New Business – None at this time

At this time (4:30 p.m.) Sue Westenhaver made a motion to enter into closed session pursuant to RSMo. Section 610.021(3) specifically pertaining to personnel. Lance Utley seconded the motion. A roll call vote was taken:

Larry Jones – Yes

Don Welch – Yes

Michael Spriggs – Yes

Russell Burdette – Yes

Lance Utley – Yes

Sue Westenhaver – Yes

Sheryl Elia - Yes

The motion passed unanimously.

At 4:33 p.m. Larry Jones made a motion to re-open the Tri-County Lodging Association Board meeting. Don Welch seconded the motion. A roll call vote was taken:

Larry Jones – Yes

Don Welch – Yes

Michael Spriggs – Yes

Russell Burdette – Yes

Lance Utley – Yes

Sue Westenhaver – Yes

Sheryl Elia - Yes

The motion passed unanimously.

The meeting was then moved back into regular session.

The next TCLA Board meeting will be held on January 24, 2013, in Miller County.

There being no further business to bring before the Board, Russell Burdette made a motion to adjourn. Larry Jones seconded the motion. The motion passed and the meeting was adjourned at 4:35 p.m.