

## TRI-COUNTY LODGING ASSOCIATION

Thursday, September 23, 2010

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

### TCLA Board Members Present:

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

### TCLA Board Members Absent:

Donna David  
Fred Dehner  
  
Commissioner Carolyn Loraine  
Commissioner Sonny Earnest  
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Marjorie Beenders, Chris Moody, Scott Schaffer, Lagina Fitzpatrick, Randy Terrell, Tom Henderson, Mike Elia, and Rebecca Green.

### **CALL TO ORDER**

Bill Johnson called the meeting to order at 9:01 a.m. The Lake of the Ozarks Area Business Districts of Camden and Miller County convened until approximately 9:15 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

Karen Medders-Bowman made a motion to approve the agenda. Sue Westenhaver seconded the motion. The motion passed unanimously.

### **MINUTES**

Sue Westenhaver made a motion to approve the August 26, 2010, TCLA Board meeting minutes. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Don Welch made a motion to approve Bill #187. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

Karen Medders-Bowman asked about expenses on the report for travel and sport shows. Bruce Vanderveld explained that an entry would appear on the next report reimbursing TCLA for those expenses, and Rebecca Green added that the transaction was part of the reimbursement process of the Cooperative Marketing program through the State of Missouri Division of Tourism.

## **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen recently spent time with the Outdoor Editor of The Kansas City Star, as well as the Publisher and Editor of Sun Publications in Overland Park, Kansas, discussing water quality at Lake of the Ozarks. Mr. Divincen recently attended a two-day water quality symposium held by the Missouri Attorney General. Following the symposium he prepared a letter to the Attorney General to be included in the final report regarding the water quality symposium. He has also asked James R. Moody & Associates to research information about wastewater treatment testing issues.

Mr. Divincen also recently attended a regional economic development meeting, assisted a national boating magazine with a photo shoot location at Lake of the Ozarks, and scheduled a meeting with the Lake Regional Health Systems hospital staff to discuss water quality and scientific data.

## **FINANCIAL REPORT**

A lodging tax collection report was included in packets.

## **FUNDING OR OTHER REQUESTS**

Anglers in Action Fishing Tournament, scheduled for April 15, 16, and 17, 2011, submitted a funding request in the amount of 5,500.00 to assist with costs associated with the printing of a brochure, postage, registration flyers, printing and postage for a promotional postcard and possible magazine advertising. Tournament coordinator Randy Terrell presented information to the Board regarding the tournament, also called the Big Bass Bash. He also gave a brief history and explanation of the tournament, as well as other tournaments handled by Anglers in Action. Several accommodation facility owners were present to speak to the merits of this tournament.

A lengthy discussion was held regarding this tournament. During this discussion a suggestion was given that a Fishing Tournament Committee be formed to review tournament funding requests prior to being presented to the TCLA Board of Directors. Michael Spriggs agreed to chair this committee.

After this discussion, John Peters made a motion to approve the funding request in the amount of \$3,500.00 from the Special Events Reserve line item in the FY11 TCLA Budget. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon. Camden County Business District Categories, Less Than 51 Units and Medium, also agree to fund \$1,000.00 each for this tournament.

## **P. R. FIRM UPDATE**

Marjorie Beenders with The Beenders-Walker Group distributed Public Relations reports and an ad equivalency report to the Board. Ms. Beenders discussed several recent public relations activities performed by her firm including media visits to Illinois, Iowa, and Nebraska, making arrangements for Travel Media Showcase, joined the Association of Great Lakes Outdoor Writers (AGLOW) and is working with multiple travel/sports writers on upcoming visits to Lake of the Ozarks. During this discussion it was suggested that the community needs to be informed of the public relations efforts of TCLA and requested that in the future the public relations reports be placed on the TCLA website.

## COMMITTEE ASSIGNMENTS AND REPORTS

**Group Sales** – Lagina Fitzpatrick explained to the Board her recent report and discussed her future plans on visiting properties and attracting group, reunion and convention business. Ms. Fitzpatrick discussed the 2011 Harley Owners Group Rally to take place at Lake of the Ozarks and she will be attending a meeting for this rally on October 16<sup>th</sup>. Ms. Fitzpatrick also assured the Board that she was moving along with her training and utilization of the recently purchased software, Info-Track, to assist with sending leads to accommodation facility owners.

**Special Events**- Karen Medders-Bowman, Chair – Ms. Bowman spoke to the Board about an upcoming event at Lake of the Ozarks, the 2 Dam Days Kayak Race. Jim Divincen, Tim Jacobsen and Rebecca Green reported on Lake of the Ozarks Bike Fest. Facets of this event were discussed including areas that could be improved for next year’s event.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – No report was given at this time.

**Legislative Affairs** — Don Welch, Chair – Chris Moody reported that he had checked into legislation regarding 3<sup>rd</sup> party booking agencies with regard to tax collection. His understanding is that the properties will still be held responsible for the collection of taxes with regard to overnight stays. Mr. Moody also spoke to the Board about wastewater treatment requirements and has learned that several new permits were ‘on hold’ with the Department of Natural Resources until the requirements have been confirmed.

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

**Web Site Committee Report** – Bill Johnson, Chair – Tim Jacobsen informed the Board that his office would be exploring the option of contracting with an agency to review the [www.funlake.com](http://www.funlake.com) website. He addressed the issue of allowing reviews for the entities listed on this website, but explained it could be quite costly to implement such a program. Other options include allowing businesses to share a link to [www.tripadvisor.com](http://www.tripadvisor.com), which does include reviews of properties.

**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.

**Lodging Survey Committee** – Jim Divincen reminded the Board that a copy of the lodging association survey and cover letter had been included in their packets. He added that this information was sent to approximately 23 different entities all over the United States, and at this time he had received one (1) survey in response. Chuck Bowman thanked Mr. Divincen for all his hard work on this project.

## OLD BUSINESS

**Inquiry Update** – Tim Jacobsen reported that while inquiries were down 14.2%. Mr. Jacobsen noted that several publications saw increases in inquiries, and some experienced decreases.

**Legal Update** - Jim Divincen reported that a trial date had been set for the litigation involving

Estate Sales & Property Management of January 18, 2010. A preliminary hearing has been set for November 10<sup>th</sup>, 2010, at 1:00 p.m.

**Other Old Business** – Jim Divincen reminded the Board that Lisa Kolb with Acorn Internet Marketing Services would be at the Lake on October 20, 2010, to present an internet/Google seminar. This seminar is being sponsored by Lake of the Ozarks Area Business District of Camden County, Less-Than-51 Units Category. The location will be The Resort at Port Arrowhead between 10:00 a.m. and 3:00 p.m. A lunch buffet will be available for attendees at their cost. Sue Westenhaver added that Ms. Kolb is an excellent speaker and encouraged everyone to attend.

## **NEW BUSINESS**

**Water Quality Committee Update** – Jim Divincen shared with the Board that testing results were completed from testing on September 7, 2010. He reported that out of 260 water samples, only one (1) exceeded the standards set by the EPA.

**Brauer Fishing Program** – Jim Divincen informed the Board that Denny & Chad Brauer would be hosting a national television program in the near future. He indicated that he had spoken to Chad Brauer about the possibility of filming a television commercial to air during this program to promote Lake of the Ozarks. He will keep the Board posted on the progress of this endeavor.

## **Other New Business**

Tim Jacobsen indicated that the CVB would be looking into ways to better promote Lake of the Ozarks attractions. He also spoke about hosting a business conference on hospitality training in conjunction with the Chambers of Commerce.

The next TCLA Board meeting will be on October 28, 2010, in Miller County.

There being no further business to bring before the Board, Karen Medders-Bowman made a motion to adjourn. Don Welch seconded the motion. The motion passed and the meeting was adjourned at 11:46 a.m.