

## TRI-COUNTY LODGING ASSOCIATION

Thursday, September 22, 2011

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  
Russell Burdette  
Carl Clark  
Fred Dehner  
Bill Johnson  
Larry Jones  
John Peters  
Michael Spriggs  
Don Welch  
Sue Westenhaver

### TCLA Board Members Absent:

Lance Utley

Commissioner Kris Franken  
Commissioner Brian Duncan  
Commissioner Jay Fisher

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Michael Capps, Nancy Hogland, Nancee Byington, Eric Homan, and Rebecca Green.

### **CALL TO ORDER**

Sue Westenhaver called the meeting to order at 9:15 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

Sue Westenhaver indicated a funding request would be presented at this meeting and should be added to the agenda.

Russell Burdette made a motion to approve the agenda with the suggested addition of a funding request. Michael Spriggs seconded the motion. The motion passed unanimously.

### **MINUTES**

Bill Johnson made a motion to approve the August 25, 2011, TCLA Board meeting minutes. Larry Jones seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Larry Jones made a motion to approve Bill #198. Don Welch seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

A lodging tax collection report was included in the Board packets for review. Bruce Vanderveld indicated that year-to-date collections were down by 5.85% through July 2011.

## **FUNDING OR OTHER REQUESTS**

Nancee Byington presented a funding request for the “Symphony of the Lake – 2011 Family Music Quest” to take place Sunday, October 23, 2011, in the amount of \$5,000.00. Ms. Byington explained to the Board the history of this group and event, and indicated the funds would not only be utilized for the upcoming events, but also for future events. Questions were asked regarding advertising of the event. Ms. Byington indicated that advertising would be utilized through local media avenues as well as a press release prepared that would be sent to media entities around Missouri.

The Board will take this information under advisement and will address funding later in the meeting.

## **LEGISLATIVE REPORT**

Don Welch presented to the Board a flyer that had been sent to Missouri realtors regarding an initiative to eliminate Missouri State income tax. Mr. Welch noted that Marc Ellinger was a part of this group and might perhaps consider attending a future TCLA Board meeting to provide further information.

Mr. Welch also mentioned to the Board that another topic worthy of research would be that of online booking agencies. He indicated other states have taken action against these agencies to collect taxes on bookings made online. He suggested that TCLA ask Jim Moody to look into this issue at the State level.

Mr. Welch then addressed a topic regarding lobbyist activities with regard to TCLA. Mr. Welch indicated he would like to see the legislative report include more topics that directly affect lodging or tourism at Lake of the Ozarks. A motion was then made by Don Welch to ask that Jim Moody to provide information to TCLA in his report that might directly affect lodging or tourism at Lake of the Ozarks, currently or in the future. Bill Johnson seconded the motion. A roll call vote was taken: Michael Spriggs – No; Russell Burdette – Yes; John Peters – Yes; Larry Jones – No; Karen Medders-Bowman – No; Don Welch – Yes; Chuck Bowman – Yes; Bill Johnson – Yes; Fred Dehner – Yes; Carl Clark – Yes. The motion was approved with the majority voting in favor of the motion.

Further discussion produced an additional motion. Carl Clark made a motion to rescind the previous motion and ask that Jim Divincen have an information discussion with Jim Moody regarding expectations of the information provided to TCLA with regard to legislation. Fred Dehner seconded the motion. A roll call vote was taken: Michael Spriggs – No; Russell Burdette – Abstain; John Peters – Abstain; Larry Jones – Yes; Karen Medders-Bowman – Abstain; Don Welch – Abstain; Chuck Bowman – Yes; Bill Johnson – Yes; Fred Dehner – Yes; Carl Clark – Yes. The motion was approved with the majority voting in favor of the motion.

Bill Johnson indicated that the local Chambers of Commerce had recently sent letters to the Federal Energy Regulatory Commission regarding provisions in the recently approved Shoreline Management Plan as required by Ameren Missouri.

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

Jim Divincen indicated that representatives from The Beenders Walker Group were attending travel media showcases and unable to be present for this meeting. Mr. Divincen reported that the date for the 2012 Legislative Ice Cream Social has been scheduled for May 9, 2012.

Rebecca Green reported that outdoor writer Barbara Baird would be visiting the Lake this coming weekend to do a story on the Bagnell Dam Museum located in Willmore Lodge. Ms. Baird would be hosted by Point Randall Resort and her story is being written for Show Me Missouri Magazine.

## **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about recent meetings attended regarding water quality and sewer treatment regulations. Mr. Divincen also discussed an update with regard to the Estate Sales and Property Management litigation and announced a hearing date had been scheduled for November. The hope at that time is to have a trial date scheduled. Mr. Divincen then discussed several advertising updates including the opportunity to have additional exposure in a Missouri section of a Midwest Living publication and the cancellation of advertising in the newly out-of-business Johnson County Sun Publication. Mr. Divincen updated the Board on his communications with Congressman Blaine Luetkemeyer's office regarding the issuance of U.S. Visa's.

## **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** – Lagina Fitzpatrick, Director of Sales, reported about her past month's activities as outlined in the Group Sales Report included in Board packets. Ms. Fitzpatrick announced that the Missouri Outdoor Communicators had chosen the Lake of the Ozarks for their 2012 Conference, with the Inn at Grand Glaize serving as host hotel. Ms. Fitzpatrick spoke about her recent attendance at several tradeshow and confirmed her attendance at an upcoming show for TEAMS, to represent the Lake of the Ozarks to those interested in finding destinations to host their sporting events.

**Special Events**- Karen Medders-Bowman, Chair – Karen Medders-Bowman spoke about the current situation with the Lake Holiday Lights Park, and confirmed that this event would not occur in 2011. She indicated that opportunities exist to possibly trade-out displays with other light parks. Ms. Bowman commented that it appears that the Lake of the Ozarks Bike Fest for 2011 was another success, with no major incidents occurring as part of the event. Rebecca Green reported that room nights had increased for this event from 2010, despite the rainy weather.

Tim Jacobsen reported that the B-25 Fly In event was moving along nicely. He added that over \$11,000.00 in sponsorship monies had been raised and that the Board is invited to attend a 'meet and greet' dinner reception the evening of the event on October 15<sup>th</sup>, 2011, at the Camdenton Airport.

Jim Divincen announced the Toyota Tundra Bassmasters Tournament would be taking place this upcoming weekend. He plans on attending at least one of the weigh-ins over the course of the weekend.

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

**Employee Performance Review** – Karen Medders-Bowman, Chair – Ms. Medders-Bowman indicated that she would be calling for a closed session at the end of this Board meeting.

**Web Site Committee Report** – Bill Johnson, Chair – Eric Homan summarized the web report included in Board packets. Mr. Homan also presented additional statistics for the mobile applications now in place and indicated accessibility to the mobile applications would be complete in the next month.

**Office Exploration Committee** – Bill Johnson, Chair – Bill Johnson reported that this committee had met recently to discuss the current office space utilized by TCLA and CVB and also discussed options for moving these offices. At this time Mr. Johnson asked that Jim Divincen present information about the cost of constructing a new building for these entities. Mr. Divincen explained that he spoke with three (3) local contractors, the City of Osage Beach, and Central Bank of Lake of the Ozarks to get an idea of the cost of constructing a 3,600 square foot office building. From this research he estimated that the monthly cost for this building would be between \$2,967.00 and \$3,614.00 per month.

Bill Johnson explained to the Board that an office building currently in foreclosure in Osage Beach had also been researched by this committee. This building is 6,880 square feet with 3 levels and is listed for sale at \$299,999.00. He explained that there were some issues that would have to be resolved with this building, but it would be a viable option for the entities.

Board members expressed concerns about perception with regard to TCLA and CVB purchasing real estate during the current economic times. Also offered as a suggestion was to possibly partner with another local entity to share the costs of a building and to offset costs. From this conversation Russell Burdette made a motion for Jim Divincen and Tim Jacobsen to pursue a partnership with the Lake Area Chamber of Commerce for future office space acquisition. John Peters seconded the motion. The motion passed unanimously when voted upon.

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

**Fishing Tournament Committee** – Michael Spriggs, Chair – Michael Spriggs indicated that he would like to see a copy of the post summary report for the Missouri State High School Fishing Championship Tournament.

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

## **OLD BUSINESS**

**Inquiry Update** – Tim Jacobsen indicated an inquiry report for August 2011 was included in the Board packet for review. Mr. Jacobsen reported that inquiries were down approximately 10,000 and explained that several major publications and inserts were the source of the lower number.

**Upcoming Seminars** – Sue Westenhaver announced that a Google Map Seminar would take place at Tan-Tar-A Resort on October 25<sup>th</sup>, 2011, between 1pm and 3pm. MSW Interactive would be presenting this seminar. A Facebook Seminar would take place on December 6, 2011, at the Camdenton Area Chamber offices between 1pm and 3pm. All seminars would be offered to TCLA, CVB and Chamber of Commerce members.

**Legal Update** – Jim Divincen indicated all pertinent legal topics had been covered during the

Executive Director's Report.

**Other Old Business** – Sue Westenhaver asked that the Board utilize this time to discuss and vote on the funding request presented earlier for the Symphony on the Lake “2011 Family Music Quest”. Carl Clark made a motion to approve the funding request submitted for the Symphony on the Lake "2011 Family Music Quest” in the amount of \$5,000.00. Russell Burdette seconded the motion. When voted upon, opposing votes were submitted unanimously therefore the motion fails.

Further discussion regarding this event resulted in an agreement to provide promotional assistance by distributing a press release prepared by the event organizers to State media lists currently utilized for TCLA and CVB press releases.

Rebecca Green was asked to provide information regarding previous collection efforts in locating accommodation facility owners not collecting lodging taxes. Ms. Green reported that out of approximately 345 owners found in 2008, approximately 45 had come into compliance with the collection of lodging taxes. She further explained the difficulty in contacting the owners, and then locating their rental property, in order to move forward with collection efforts. Ms. Green also offered to make this a ‘winter project’ and research once again those renting who are not properly collecting and remitting lodging taxes.

Tim Jacobsen explained that a ‘pull out’ map would be included in the 2012 Lake of the Ozarks Vacation and Service Guide and provided an example.

Fred Dehner informed the Board that the Missouri Department of Transportation plans to have the second phase of the Osage Beach Expressway complete by December 15<sup>th</sup>. Mr. Dehner offered information about pricing to be included on the directional signs for this section of the Expressway.

## **NEW BUSINESS**

**Great Lake of the Ozarks Gospel Sing Golf Tournament** – Jim Divincen indicated that this event was seeking hole sponsorships. If interested, the Business Districts would need to discuss and approve this sponsorship in their separate Business District meetings.

### **Other New Business**

Bill Johnson thanked Nancy Hogland with the Business Journal for attending this meeting.

Jim Divincen explained to the Board that he had approached Benne Media about doing a small column in the Business Journal on the topic of tourism. He will keep the Board informed of this endeavor.

Tim Jacobsen announced that the CVB Main Street Social would take place on September 28, 2011 and everyone is invited and encouraged to attend.

Tim Jacobsen also informed the Board that a holiday party including dinner would take place on December 6<sup>th</sup> at Captain Ron's for all TCLA and CVB Staff, Board Members and spouses beginning at 5pm.

The next TCLA Board meeting will be on December 1, 2011, in Miller County. This meeting will be scheduled for 2:00 p.m.

At this time Russell Burdette made a motion to recess the TCLA Board meeting. Karen Medders-Bowman seconded the motion and the meeting entered a recess at 12:09 p.m.

At 12:10 p.m. Karen Medders-Bowman made a motion for the Board to enter into closed session pursuant to RSMo. Section 610.021(3). Sue Westenhaver seconded the motion. The motion passed unanimously.

At 12:27 p.m. Sue Westenhaver made a motion to re-open the meeting. Michael Spriggs seconded the motion. The motion passed unanimously and the meeting was re-opened. The meeting was then back in regular session.

There being no further business to bring before the Board, Carl Clark made a motion to adjourn. Russell Burdette seconded the motion. The motion passed and the meeting was adjourned at 12:28 p.m.