

TRI-COUNTY LODGING ASSOCIATION

Monday, March 9, 2020

TCLA/CVB Meeting Room

985 KK Drive, Osage Beach, MO 65065

9:00 a.m.

The Tri-County Lodging Association/Convention & Visitor Bureau Website Committee conducted a meeting at 9:00 a.m. at the TCLA/CVB Meeting Room in Osage Beach, Missouri.

Board Members Present:

Lance Utley, Chairman

Michael Spriggs

Sue Westenhaver

Also present were Tim Jacobsen, Eric Homan, David Shipp, Scott Gladden, Evan Lampe, Jake Drake, Gail Griswold, Laura Salamun, and Rebecca Rupard.

The Committee meeting was called to order at 9:00 a.m.

Chairman Lance Utley gave a brief history of the current website. This was rebuilt six (6) years ago and the life cycle of sites are usually around three (3) years. Content management systems were discussed, and upgrades needed for the mobile portion of the website.

Eric Homan obtained five (5) bids for the website rebuild and they will be discussed during this meeting.

Topics on the website rebuild is maintaining a balance between ads and information, structure of the site, being responsive, and to keep revenue generating aspects. Also discussed was the option of having members have access to update their own information (self-service), and having a reviews or ratings link. It was acknowledged that a priority is having an events component.

Eric Homan covered the five (5) bids received. They are as follows:

MSW Interactive (Wordpress) \$35,849.00

Madden Media (Wordpress) \$65,000.00

Steady Rain (Wordpress) \$39,750.00

McDaniels Marketing (Custom) \$48,500.00-\$58,500.00

J. Rudny Interactive (Custom) \$29,500.00 - \$44,000.00

After discussing details of each, the Committee decided that two (2) companies be asked to make presentations. McDaniel's Marketing and J. Rudny Interactive were the two (2) companies requested for the presentations.

With no further business before the Committee, the meeting concluded at 11:05 a.m.