

# TRI-COUNTY LODGING ASSOCIATION

Thursday, April 22, 2010

The Tri-County Lodging Association met at 9:00 a.m. at The Resort at Port Arrowhead, Lake Ozark, Miller County, Missouri.

## TCLA Board Members Present:

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

## TCLA Board Members Absent:

Carl Clark  
Donna David  
Commissioner Brian Duncan  
Commissioner Carolyn Loraine  
Commissioner Sonny Earnest

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Marjorie Beenders, Nancy Hogland, Russell Burdette, Maggie Schaffer, and Rebecca Green.

## **CALL TO ORDER**

Bill Johnson called the meeting to order at 9:01 a.m.

## **INTRODUCTIONS**

Introductions were made by all meeting attendees.

## **APPROVAL OF AGENDA**

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

## **MINUTES**

Sue Westenhaver made a motion to approve the March 18, 2010, TCLA Board meeting minutes. Larry Jones seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Lance Utley made a motion to approve Bill #182. Chuck Bowman seconded the motion. The motion passed unanimously.

## **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen distributed a Director's Report to the Board for review. Mr. Divincen covered many of the items he has been working on over the past month. Those include working on FY11 Budget, attending water quality meetings, as well as conducting radio interviews and speaking to groups

regarding water quality. Mr. Divincen finalized the Cooperative Marketing Application for Destination Marketing for FY11 which included an opportunity to collectively purchase media advertisements with other destinations at a reduced rate for FY11. He is also working on a presentation for the Harley Owners Group to take place on Saturday, May 15<sup>th</sup>, 2010, in Columbia, Missouri, and also did research regarding the position of the Camdenton School Board candidates on early school start dates.

## **FINANCIAL REPORT**

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down 3.7% year-to-date. The month of February 2010 is ahead of February 2009 by approximately 3.9%.

## **FUNDING OR OTHER REQUESTS**

No completed funding requests were submitted at this time.

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

Marjorie Beenders with The Beenders-Walker Group distributed many documents pertaining to public relations with regard to the Public Relations Cooperative Marketing Grant through the State of Missouri Division of Tourism. The Board inquired about several aspects of the public relations activities and processes during this discussion. In conclusion, the Board decided to ask the Advertising/Budget/Public Relations Committee to review the public relations plan for FY12 in October or November, prior to the completion of the application for a Public Relations Grant through the State of Missouri Division of Tourism.

## **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** – Tim Jacobsen, Chair – Mary Jo Biggs with the St. Louis office is currently at 54% of her goal for FY10 and at 22% of her goal for FY11. Vicki Schveninger with the Kansas City office is currently at 78% of her goal for FY10 and at 40% of her goal for FY11. Mr. Jacobsen informed the TCLA Board that the Group Sales Committee had recently met and recommended closing the satellite sales offices in Kansas City and St. Louis. He added that the committee also recommended opening a sales office within the CVB/TCLA offices to house one (1) employee for completing group sales for the Lake of the Ozarks.

After a discussion regarding the economics and feasibility of this recommendation, Don Welch made a motion to close the Kansas City and St. Louis satellite sales offices based on the unanimous recommendation of the Group Sales Committee and to open a local Lake of the Ozarks sales office as of July 1, 2010. He added to his motion that the budget presented for this position be approved with the inclusion of an additional \$10,000.00 annually for other considerations with regard to this local sales office. Michael Spriggs seconded this motion. The motion passed with the majority voting to approve. Larry Jones abstained from voting.

Fred Dehner made a motion that if employment is obtained by the current group sales employees prior to June 30, 2010, TCLA salary will cease upon the start date of their new employment OR June 30, 2010, whichever comes first. Chuck Bowman seconded the motion. The motion passed unanimously.

**Special Events-** Karen Medders-Bowman, Chair –Karen Medders-Bowman spoke to the Board about the upcoming Lake of the Ozarks Bike Fest. She requested that an additional \$20,000.00 be placed in the Special Events Reserve line item for FY11 to help fund other events in the coming year.

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

**Legislative Affairs** — Don Welch, Chair – Sue Westenhaver reminded everyone that volunteers were still needed for the Legislative Ice Cream Social on May 4<sup>th</sup>, 2010. Bill Johnson acknowledged his appreciation for being able to visit Jim Moody’s website for legislative updates.

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

**Web Site Committee Report** – Bill Johnson, Chair – Tim Jacobsen referred the Board to the web report in their packets. The report indicates that website visits were up year-to-date and commented that the [www.funlake.com](http://www.funlake.com) website receives more visits than the State of Missouri’s [www.visitmo.com](http://www.visitmo.com) website. He mentioned that the CVB was researching mobile applications for the website as well as interactive map options.

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

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson mentioned that he was in the process of researching costs to do a “thank you” campaign for our visitors.

## **OLD BUSINESS**

**Inquiry Update** – An Inquiry Report was distributed to the Board for review. Tim Jacobsen noted that while inquiries are down, all advertising has not been placed as of yet. He added that with an increase in web traffic it can be concluded that potential visitors are using the website for fulfillment of their requests.

**Special Election – Miller County** – Jim Divincen announced that a special election was conducted in the Lake of the Ozarks Area Business District of Miller County for the Less Than 51 Units and Medium categories on April 16, 2010. Chuck Bowman with Osage National Golf Resort was elected to the Board position for the Less Than 51 Units category and John Peters with Cross Creek RV Park and Campground was elected for the Medium category position. The Board congratulated Mr. Bowman and Mr. Peters and thanked them for their willingness to serve on the Board.

**Other Old Business** – Tim Jacobsen distributed a summary report to the Board regarding sport and travel show for 2010. He commented that the Des Moines show was canceled at the last minute. Mr. Jacobsen indicated that the CVB truck used for the shows and various other transporting needs is showing some wear and tear.

## **NEW BUSINESS**

**Water Quality Committee Update** – Jim Divincen previously reported about the many meetings taking place regarding water quality. Mr. Divincen stated that another meeting was being scheduled to present further testing information to several Senators involved in this issue.

**Election of Officers** – Bill Johnson then entertained motions for the TCLA Board positions of Chair, Vice-Chair, Secretary, and Treasurer.

Karen Medders-Bowman nominated Bill Johnson to serve as Chair of the TCLA Board for the term of one (1) year. Sue Westenhaver seconded the nomination. The nomination was then voted upon and the Board unanimously voted for Bill Johnson to serve as Chair of TCLA Board for the term of one (1) year.

Karen Medders-Bowman nominated Fred Dehner to serve as Vice-Chair of the TCLA Board for a term of one (1) year. Chuck Bowman seconded the nomination, which when voted upon passed unanimously. Fred Dehner will serve as Vice-Chair of the TCLA Board for a term of one (1) year.

Sue Westenhaver nominated Larry Jones to serve as Secretary of the TCLA Board for a term of one (1) year. Karen Medders-Bowman seconded the nomination. The nomination passed unanimously when voted upon, Larry Jones will serve as Secretary of the TCLA Board for a term of one (1) year.

Karen Medders-Bowman nominated Sue Westenhaver to serve as Treasurer of the TCLA Board for a term of one (1) year. Fred Dehner seconded the nomination. When voted upon, the nomination passed unanimously for Sue Westenhaver to serve as Treasurer of the TCLA Board for a term of one (1) year.

Tim Jacobsen informed the TCLA Board that the Executive Committee of the CVB Board recommended that the existing representatives serving on the CVB Board for a term of one (1) year to remain as follows:

Bill Johnson – Eagle’s Nest Resort & Properties  
Don Welch – Quail’s Nest Inn & Suites  
Gayla Welsh – The Lodge of Four Seasons

Larry Jones made a motion to accept the CVB Board recommendation to have the TCLA Board represented as stated above. Fred Dehner seconded the motion. The motion passed unanimously.

### **Other New Business**

Fred Dehner asked the Board to consider including monies in the FY12 budget for the purchase of a Harley Davidson motorcycle for the Harley Owners Group rally in the fall of 2011. This would be paid for in part by Tan-Tar-A Resort and TCLA, if approved, to be used as a give-away during this rally. The motorcycle will be purchased at-cost from the Lake of the Ozarks Harley Davidson store in Osage Beach, MO. Karen Medders-Bowman made a motion to include up to \$10,000.00 in the FY12 Special Events budget for support and advertising of the Harley Owners Group rally in the fall of 2011. Sue Westenhaver seconded the motion. The motion passed unanimously.

Upon further discussion, Jim Divincen indicated that there would be costs associated with the presentation for the Harley Owners Group that would need to be addressed prior to July 1, 2010 and the FY11 budget. Karen Medders-Bowman made a motion to increase the FY10 budget in the amount of \$1,000.00 to cover costs associated with the Harley Owners Group presentation. Sue Westenhaver seconded the motion. The motion passed unanimously.

The next TCLA Board meeting will be on May 20, 2010, in Morgan County.

There being no further business to bring before the Board, Karen Medders-Bowman made a motion to adjourn. Sue Westenhaver seconded the motion. The motion passed and the meeting was adjourned at 12:05 p.m.