

TRI-COUNTY LODGING ASSOCIATION

Thursday, August 25, 2011

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
Russell Burdette
Carl Clark
Bill Johnson
Larry Jones
Michael Spriggs
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Fred Dehner
John Peters

Commissioner Kris Franken
Commissioner Jay Fisher

Also present were Jim Divincen, Tim Jacobsen, Chris Moody, Bruce Vanderveld, Marjorie Beenders, Michael Capps, Mickey LaFerla, Lori Piedt, Eric Homan, Osage Beach Alderman John Olivarri, Miller County Commissioner Brian Duncan, 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

Bill Johnson made a motion to approve the agenda as presented. Carl Clark seconded the motion. The motion passed unanimously.

MINUTES

Larry Jones made a motion to approve the July 28, 2011, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #197. Larry Jones seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen recently met with several University of Missouri Chancellor's and had the opportunity

to promote the Lake of the Ozarks as a meeting destination. Mr. Divincen has also been working with Missouri Science & Technology staff, USGS and the Department of Natural Resources to partner on a water testing project. This project would include a grad student collecting water samples from various locations near public beaches on the Lake of the Ozarks to help determine the source of high e-coli readings. Mr. Divincen also recently met with a concerned lodging owner regarding the issue of increasing the lodging tax in the Camden County Business District. In addition, Mr. Divincen was asked to speak to the staff of US Representative Blaine Luetkemeyer regarding tourism and water quality at Lake of the Ozarks.

FINANCIAL REPORT

A lodging tax collection report was included in the Board packets for review. Bruce Vanderveld indicated that year-to-date collections were up by 4.86%. Mr. Divincen indicated that collections currently compared to the 2009-2010 collection year were up 12 percentage points.

FUNDING OR OTHER REQUESTS

A funding request was submitted by Camden on the Lake for the First Annual Nelly Fest in the amount of \$10,000.00 for signage, radio advertising and traffic control. Michael Capps presented further information to the Board about this event and fielded several questions from the Board. Lori Piedt with Holiday Shores Resort also spoke about this event and her concern of the age group that would be in attendance. Mr. Capps indicated that no one under 21 years of age could purchase tickets. The Board thanked Michael Capps and Lori Piedt for attending the meeting and presenting their information. The Board will take this information under advisement and will address funding later in the meeting.

Post Summary Report – Licking Summer Camps – The Board discussed the Licking Summer Camp event. Approximately 140 room nights were reported for this event and the organizers are considering adding Camdenton Schools as an additional venue for next year's event.

Big Thunder Sponsorship - Jim Divincen informed the Board that he had been approached by Big Thunder Marine to once again sponsor their race boat. In the past TCLA has sponsored this boat for approximately \$3,000.00 and had the website and toll free Funlake number displayed on the boat. No official funding request has been received at this time.

P. R. FIRM UPDATE

Marjorie Beenders reported to the Board several recent public relations activities handled by The Beenders-Walker Group. Ms. Beenders spoke to the Board about research on ad equivalency measurements with other areas. She is waiting at this time for information from the Missouri Division of Tourism on this issue. Once received, Ms. Beenders will create a summary of her findings for the Board.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Jim Divincen informed the Board that Lagina Fitzpatrick, Director of Sales, was in Chicago attending a tradeshow on behalf of the Lake. A group sales report was included in Board packets for their review. The Board asked that information be provided about lost business and where it went. Also, if the reason for the loss of business included airport services they asked which airport be provided as well.

Jim Divincen went on to speak about a potential piece of business, Missouri Outdoor Communicators, that would like to receive an RFP from the Lake of the Ozarks. Marjorie Beenders was able to provide information about this group and their current conference attendance information. After a brief discussion, Bill Johnson made a motion that an RFP be submitted to the Missouri Outdoor Communicator's 2012 Conference with an incentive of up to \$7,500.00 out of the FY13 TCLA budget. Karen Medders-Bowman seconded the motion. When voted upon, the motion passed unanimously.

Special Events- Karen Medders-Bowman, Chair – Karen Medders-Bowman spoke about the success of the Lake of the Ozarks Shootout becoming a week-long event. Michael Spriggs indicated he attended a Shootout event on the Bagnell Dam Strip and felt it was very well attended. Also mentioned was the success of the Harley Owners Group Rally that took place during the same time period. Tim Jacobsen spoke about the upcoming B-52 Fly-In, this group has secured three (3) air acts to perform at the event.

Bill Johnson suggested that TCLA present a plaque of appreciation to Ron Duggan in the near future for all his efforts with regard to the Lake of the Ozarks Shootout.

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

Legislative Affairs — Don Welch, Chair – Chris Moody spoke to the Board about an upcoming Legislative Special Session called by the Governor to address the Department of Economic Development. Other Legislative topics discussed included the status of the Missouri State Highway Patrol and Water Patrol merger and more stringent guidelines nationally with regard to Visas for foreign travelers. Carl Clark suggested that Legislative Affairs be moved up on the TCLA Board Agenda if possible.

Employee Performance Review – Karen Medders-Bowman, Chair – Ms. Medders-Bowman indicated this committee would be arranging to meet sometime after the Labor Day holiday to discuss revising incentive plans.

Web Site Committee Report – Bill Johnson, Chair – Eric Homan summarized the web report included in Board packets. Tim Jacobsen indicated that the CVB was reviewing the positioning of the Wowget on the www.funlake.com website. Karen Medders-Bowman thanked Tim Jacobsen and Eric Homan for recently attending an informational meeting of the Camden County Business District. Bill Johnson also thanked Eric Homan for his work on the www.funlake.com website.

Office Exploration Committee – Bill Johnson, Chair – Bill Johnson asked to schedule a meeting of this committee in the near future. It was scheduled for this committee to meet on September 7th, 2011, at 12:00 p.m. at Quail's Nest Inn & Suites in Osage Beach, Missouri.

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

Fishing Tournament Committee – Michael Spriggs, Chair – No report was given at this time.

Lodging Tax Committee – Fred Dehner, Chair – Sue Westenhaver thanked those that attended the Camden County Business District meeting on August 24, 2011, at First National Bank in Lake Ozark, MO. A brief discussion was held about the recent survey results regarding increasing lodging tax in Camden County and collection measures to be taken on those not collecting. The Board

asked that a report be prepared of the ‘non-collectors’ that were found by the previous part-time collections employee and how many have come into compliance.

OLD BUSINESS

Inquiry Update – Tim Jacobsen indicated an inquiry report for July 2011 was included in the Board packet for review. Mr. Jacobsen reported that inquiries were down 16% and explained that several major publications and inserts were the source of the lower number. Mr. Jacobsen further explained upcoming plans for the CVB publications and placement during this discussion.

Legal Update - Jim Divincen reported that Estate Sales & Property Management has requested to take the depositions of the State Auditor, Camden County Collector and the Camden County Clerk. The next hearing in this case is scheduled for September 14, 2011 at 9:00 a.m. A discussion was held regarding upcoming legal expenses with regard to this case. Carl Clark made a motion that the FY12 TCLA Budget be increased to cover legal fees in the amount of \$45,000.00 to be paid based on the current percentage allocation between each Business District. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

PR Letter – Rebecca Green indicated that per the request of the Board several Public Relations firms were sent letters seeking their interest in submitting an RFP to TCLA for PR services in November. Ms. Green informed the Board that several firms had responded in the affirmative.

Other Old Business – Bill Johnson expressed his thoughts regarding late funding requests received. Bill Johnson then made a motion to not accept or consider funding requests for events that would occur within 45 days of the request. Russell Burdette seconded the motion. The Board then discussed funding and a vote was taken on the motion. Bill Johnson voted in favor of this motion, the remaining Board voted in the negative, therefore the motion fails.

Bill Johnson then made a motion that funding requests *should* be received by the TCLA Board for consideration 45 days in advance of an event or festival. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

With regard to the funding request presented earlier in the meeting, Michael Spriggs made a motion to fund \$10,000.00 for the First Annual Nelly Fest presented by Camden on the Lake. Karen Medders-Bowman seconded the motion. When voted upon, all voted against this motion therefore the motion failed.

NEW BUSINESS

Upcoming Seminars – Sue Westenhaver informed the Board of several upcoming seminars that would be presented by TCLA and CVB. Ms. Westenhaver asked the Board to consider allocating funds to assist in providing the educational seminars. Karen Medders-Bowman made a motion to add \$5,000.00 to the FY12 TCLA budget for educational seminars to be paid based on the current percentage allocation between each Business District. Bill Johnson seconded the motion. The motion passed unanimously.

Coffee Breaks at Starbucks - Sue Westenhaver indicated she would be working to organize the “Coffee Breaks” for TCLA Accommodation Facility Owners to meet and discuss topics with TCLA Board members.

Other New Business

Tim Jacobsen informed the Board that a holiday party including dinner would take place on December 6th 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 September 22, 2011, in Camden County.

There being no further business to bring before the Board, Karen Medders-Bowman made a motion to adjourn. Russell Burdette seconded the motion. The motion passed and the meeting was adjourned at 12:01 p.m.