

## TRI-COUNTY LODGING ASSOCIATION

Thursday, February 25, 2010

The Tri-County Lodging Association met at 9:00 a.m. at Co Mo Electric, Laurie, Missouri, Morgan County, Missouri.

### TCLA Board Members Present:

Russell Burdette  
Carl Clark  
Fred Dehner  
Bill Johnson  
Curt Mooney  
Lance Utley  
Don Welch – via telephone

### TCLA Board Members Absent:

Karen Medders-Bowman  
Chuck Bowman  
Larry Jones  
Michael Spriggs  
Sue Westenhaver  
Commissioner Carolyn Loraine  
Commissioner Sonny Earnest

Also present were Jim Divincen, Tim Jacobsen, Denise Decker, Eric Homan, Commissioner Brian Duncan, Bruce Vanderveld, Brent Simpson, Jo Duncan, Pam Jones, 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**

Carl Clark made a motion to approve the agenda. Curt Mooney seconded the motion. The motion passed unanimously.

### **MINUTES**

Carl Clark made a motion to approve the January 21, 2010, TCLA Board meeting minutes. Fred Dehner seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Curt Mooney made a motion to approve Bill #180 pending approval from the Bills Committee. Carl Clark seconded the motion. The motion passed unanimously.

### **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen reported that he recently prepared and submitted a Research Grant Application to the State of Missouri Division of Tourism. Mr. Divincen attended a meeting regarding e-coli with representatives of the City of Osage Beach, and has conducted many interviews and extensively researched information on e-coli and testing that meets the highest scientific standards available. Mr. Divincen indicated that testing could be an expensive endeavor and financial partners would be sought out to assist with the funding.

Mr. Divincen informed the Board that advertising in The Kansas City Star has officially been canceled and other avenues of advertising in the Kansas City market have been secured, including television station websites.

Other topics mentioned by Mr. Divincen were an upcoming visit from Brent Frazee, the outdoor editor for The Kansas City Star. Also, a revised media plan was distributed to the Board to be voted upon later in the meeting.

## **FINANCIAL REPORT**

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down 4.75% year-to-date through December 2009.

## **FUNDING OR OTHER REQUESTS**

No completed funding requests were submitted at this time.

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

Jo Duncan with The Beenders Walker Group presented the Board with a new Ad Equivalency report for their review. She explained that most of January was spent working on cooperative marketing applications and they were now focusing on quarterly reimbursements for existing cooperative marketing grants. Ms. Duncan informed the Board that the editor for Field & Stream Magazine would be visiting the Lake of the Ozarks from April 25<sup>th</sup> through April 28<sup>th</sup>, 2010. She also indicated that representatives from Outdoor Life Magazine were considering a visit to the Lake of the Ozarks in early summer. Pam Jones with The Beenders Walker Group added to the report that she had received many contacts from the recent Liverpool Legends press release and has begun scheduling interview for Louise Harrison to promote the upcoming concerts.

## **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** – Tim Jacobsen, Chair – Mary Jo Biggs with the St. Louis office is currently at 50% of her goal for FY10 and at 14% of her goal for FY11. Vicki Schveninger with the Kansas City office is currently at 74% of her goal for FY10 and at 31% of her goal for FY11. Tim Jacobsen explained that it is planned for the new Group Sales goal incentive plan to be in place prior to the beginning of FY11.

**Special Events**- Karen Medders-Bowman, Chair –Tim Jacobsen informed the Board that a Bike Fest meeting has been scheduled for Thursday, March 25<sup>th</sup>, 2010. After a brief discussion, Bill Johnson asked that the message be conveyed to the Bike Fest Committee TCLA's support and interest in seeing this event continue and grow at Lake of the Ozarks.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – Jim Divincen indicated that at the March TCLA Board meeting a date would need to be set for the first round budget discussions. Mr. Divincen previously presented an updated media list for FY11. Mr. Divincen presented that the following information for approval by the Board for the FY11 Media Plan to be presented in the Cooperative Marketing Destination Application:

\$121,898.00	Magazine Advertisements
\$ 43,696.50	Newspaper Advertisements
<u>\$ 55,000.00</u>	Internet Advertisements
<b>\$220,594.50</b>	<b>Total Commitment</b>

Mr. Divincen informed the Board that this was 14% less commitment than the previous year. Mr. Divincen briefly discussed what advertisements were working the best, and Russell Burdette suggested looking into banner ads on internet vacation rental sites as possibilities.

Carl Clark made a motion to approve allocating \$220,594.50 to the FY11 Media Budget. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

**Legislative Affairs** — Don Welch, Chair – Tim Jacobsen reported that the Capital Days on Tourism will be held March 3<sup>rd</sup> and 4<sup>th</sup>, 2010, in Jefferson City, MO.

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

**Web Site Committee Report** – Bill Johnson, Chair – Tim Jacobsen indicated a web site report was included in the Board packet. He reported that visits to the [www.funlake.com](http://www.funlake.com) website had increased from the same time period in 2009.

**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.

## OLD BUSINESS

**Inquiry Update** – An Inquiry Report was distributed to the Board for review.

**Water Quality Test Funding** - Jim Divincen indicated that it is possible in the future funding may be needed to assist with water quality testing. He will continue to research and keep the Board apprised of developments in this arena.

**Other Old Business** – Tim Jacobsen spoke to the Board about the Star Report provided by the Missouri Hotel & Lodging Association. Mr. Jacobsen explained this report regarding occupancy levels and indicated it was his plan to request that the report be generated solely on Lake of the Ozarks reporting businesses.

Tim Jacobsen also informed the Board that measures were being taken to meet with representatives in Branson, Missouri, to discuss their strategies for getting voters to approve additional sales tax to utilize for promotion of their destination. Branson ran a successful campaign a few years ago and would be a good source for information on how to complete this endeavor. The meeting has been set for Friday, March 12, 2010, at 1:30 p.m. in Branson, Missouri. He welcomed anyone that could, to attend.

Jim Divincen announced to the Board that the lawsuit involving David Huffman Enterprises has recently been dismissed by the Court. The only matter still pending with regard to this lawsuit is the countersuit filed by Tri-County Lodging Association and the Lake of the Ozarks Area Business District of Camden County for unpaid lodging taxes. This will be taken before the Court in August 2010. Don Welch made a motion to refer all inquiries regarding this lawsuit to attorney Marc Ellinger. Curt Mooney seconded the motion. The motion passed unanimously.

Bill Johnson brought before the Board an issue with the upcoming election in the Lake of the Ozarks Area Business District of Miller County. A candidate in this Business District is running in a category that is not applicable to the candidate's business. Jim Divincen suggested that this Business District meet immediately following the TCLA Board meeting and make a motion to approve canceling the current election set for March 18, 2010, and rescheduling a special election for a later date.

## **NEW BUSINESS**

**PBS Opportunity** – Russell Burdette informed the Board of an opportunity to be a host destination on an upcoming reality vacation series on PBS. The series is going to cover 13 destinations and the cost to be a featured destination is \$90,000.00. The Board did not take action on this opportunity at this time.

**Creative Ad Concepts for FY10 and FY11** – Jim Divincen presented two (2) different advertising campaigns created by Hoffman Lewis out of St. Louis, Missouri, highlighting the outdoor activities offered at the Lake of the Ozarks. After a brief discussion, the Board recommended sending the creative to the Advertising Committee for their review and suggestions.

**Funlake.com** - Eric Homan gave a brief presentation to show the Board the new [www.funlake.com](http://www.funlake.com) website. A discussion about several aspects of the site included positioning of Vacation Guide requests, visible contact phone numbers and pictures for lodging properties that have not provided photos. Mr. Homan said the changes requested were feasible and he would continue to update the website. The unveiling of the new site for the public will be early in March.

**Other New Business** – Madden PrePrint Contract – The Board was asked to approve a two (2) year contract with Madden PrePrint for services provided to the [www.funlake.com](http://www.funlake.com) website including the online Vacation Guide, Events Calendar and Wowget video player. After a brief discussion and concern over signing a two (2) year contract, Fred Dehner made a motion to enter into a one (1) year contract with Madden PrePrint for the website services in the amount of \$11, 281 to be paid out of the FY11 budget. Carl Clark seconded the motion. The motion passed unanimously.

The next TCLA Board meeting will be on March 18, 2010, in Camden County at The Lodge of Four Seasons at 2:00 p.m.

There being no further business to bring before the Board, Russell Burdette made a motion to adjourn. Curt Mooney seconded the motion. The motion passed and the meeting was adjourned at 12:38 p.m.