

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 21, 2010

The Tri-County Lodging Association met at 9:00 a.m. at Quail's Nest Inn & Suites, Osage Beach, Missouri, Camden County, Missouri.

TCLA Board Members Present:

Karen Medders-Bowman
Russell Burdette
Chuck Bowman
Carl Clark
Bill Johnson
Larry Jones
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Commissioner Carolyn Loraine
Commissioner Sonny Earnest
Larry Jones

Also present were Jim Divincen, Tim Jacobsen, Denise Decker, Commissioner Brian Duncan, Bruce Vanderveld, Marjorie Beenders, Ralph Franklin, Jeff Carroll, Geniece Tyler, and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 9:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

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

MINUTES

Don Welch made a motion to approve the December 10, 2009, TCLA Board meeting minutes. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Sue Westenhaver made a motion to approve Bill #179 as submitted. Russell Burdette seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported that he had recently worked on a new marketing plan with the Board members for the Lake of the Ozarks Area Business District of Camden County-Less Than 51 Units Category, to submit to the Missouri Division of Tourism Cooperative Marketing program. In addition, he reported that he had to re-write the marketing plan for submission to the Division of

Tourism to include the new changes. Mr. Divincen gave a brief update on recent activities including meeting with representatives with the Governor's office regarding water quality at Lake of the Ozarks, Liverpool Legends advertising, a meeting with the Camden County Commissioners regarding collections policies and fire code policies for lodging establishments, and exploring advertising options with television websites in Columbia and Kansas City. Mr. Divincen also shared with the Board that hopefully Lake of the Ozarks Bike Fest would continue on in 2010 with the Board's support.

FINANCIAL REPORT

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down 5.25% year-to-date through November 2009.

FUNDING OR OTHER REQUESTS

A funding request was submitted in the amount of \$5,000.00 for the Mardi Gras Pub Crawl to be held on February 13, 2010. Jeff Carroll appeared at the meeting to present the funding request, information about the event and field any questions. Mr. Carroll explained that this annual event has grown every year, and this year there would be twenty (20) busses running and eleven (11) lodging properties participating in the Pub Crawl festivities. Mr. Carroll explained that the funds requested would be used to help with event promotion and advertising. Tim Jacobsen added that he had been involved with the committee of this event for several years. He feels it has become a very well organized event and grows each year. Jeff Carroll explained that several of the establishments that participate have their busiest day of the year during Pub Crawl, and while it is a very successful event for the businesses and participants, it does not make a profit. After a brief discussion regarding area involvement, security, insurance and marketing expenses, the Business Districts decided to assist in funding this event. Each Business District will meet after the Board meeting and designate funds to fulfill this request. Marjorie Beenders with The Beenders-Walker Group offered her firm's services to create a press release and send to several local media entities to help with promotions.

P. R. FIRM UPDATE

Marjorie Beenders with The Beenders-Walker Group gave a brief report on public relations efforts they are making on behalf of Lake of the Ozarks. Ms. Beenders spoke about recent press releases regarding Eagle Days and family reunions. Ms. Beenders gave an explanation about the process that they follow to create press releases and the reasons behind their content. She invited the Board to send her ideas or suggestions about the press release process. Don Welch commented that he felt that press releases should also include group sales information at the bottom where references are made to contacts.

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 72% of her goal for FY10 and at 28% of her goal for FY11. Tim Jacobsen explained that the Employee Review Committee recently met to discuss the goal structure for Group Sales and would cover more in-depth once the Group Sales Committee has reviewed.

Mr. Jacobsen also presented the Board with a draft of a job description for a Group Sales

Coordinator. The Board discussed this position, decided that this person should serve as an event coordinator as well and discussed funding options for this position. Tim Jacobsen agreed to continue working on this job description for future use.

Special Events- Karen Medders-Bowman, Chair –Karen Medders-Bowman presented the Board with a brochure from the Lake Holiday Lights Park. She wanted to make certain everyone knew what a nice piece it was and hopes to be able to do this again for the 2010 Park.

Ms. Medders-Bowman addressed the Board about the Lake of the Ozarks Bike Fest event. She indicated that this event might possibly need some financial assistance as well as leadership. Sue Westenhaver made a motion to support promoting efforts for leadership for LOTO Bike Fest and possibly providing other resources to assist in making certain this event continues. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen gave the Board an update of recent stories and coverage of Lake of the Ozarks in The Kansas City Star. After a discussion of advertising alternatives, Karen Medders-Bowman made a motion to remove all advertising from The Kansas City Star and explore other advertising options online. Michael Spriggs seconded the motion. The motion passed unanimously.

Legislative Affairs — Don Welch, Chair – Jim Divincen reported that the International Fire Codes had been passed in Osage Beach. Don Welch reported that he is working with Osage Beach officials about unpleasant odors near the intersection of Passover Road. Mr. Welch offered to the Board recent statistics regarding the State of Missouri and the economy. He indicated that Missouri was listed as one of the eleven (11) states emerging from the recent depressed economy and that for six (6) consecutive months the unemployment rate in Missouri has been lower than that of the national average.

Jim Divincen reported to the Board that a group of community leaders was being formed to address the water quality issues at Lake of the Ozarks. Bill Johnson indicated that it would be important for the Lake of the Ozarks officials to come out with a united voice to address all concerns about water quality.

Employee Performance Review – Karen Medders-Bowman, Chair – The Employee Performance Review Committee recently met to discuss changes for the Group Sales incentive program.

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen reported visits to the website were up for the year and the new www.funlake.com website would go live on March 1st 2010. Mr. Jacobsen also reported that the Lake of the Ozarks now had over 22,000 friends on Facebook, and grows each day. Mr. Jacobsen also reported that the Web Site Committee would be meeting on February 16th, just prior to the CVB Board meeting on that same date.

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

Local PR Committee – Bill Johnson, Chair – Bill Johnson suggested looking into launching an appreciation campaign through local media to thank visitors for coming to the Lake of the Ozarks.

OLD BUSINESS

Inquiry Update – An Inquiry Report was distributed to the Board for review. Inquiries were up approximately 4.9% from December 2008.

Campground/Lodging Tax Inquiry – Jim Divincen informed the Board that a recent ruling had been established by the Missouri Department of Revenue regarding the collection of sales tax on campground spaces. A local CPA has contacted TCLA and asked if this applies as well to lodging tax, and the CPA has asked that TCLA's attorney submit to him a legal opinion on this topic. The Board did not feel that this was a necessary expense and suggested that the inquiring party should be responsible for the expense of obtaining a legal opinion.

Camden County Commission Request – Jim Divincen informed the Board that a request had been submitted for assistance in covering the cost of purchasing copies of the International Fire Code recently adopted in Camden County. The Board respectfully declined to incur this cost.

Insurance Presentation/Explanation – Ralph Franklin with McGrath Insurance appeared at the Board meeting to explain to the Board their insurance coverage and types of insurance that are still needed. Mr. Franklin discussed the history of coverage and explained the types of items covered under General Liability and Officers Liability. Karen Medders-Bowman made a motion to convert the insurance coverage for TCLA to a fiscal year renewal rather than a calendar year. Sue Westenhaver seconded the motion. The motion passed unanimously.

Karen Medders-Bowman made a second motion to pursue the necessary coverage under Workers' Compensation insurance. Russell Burdette seconded the motion. The motion passed unanimously.

Other Old Business – None at this time.

NEW BUSINESS

2010 Board Elections/Annual Meeting – Jim Divincen informed the Board that the Call for Nominations has been sent out to the categories with expiring Board seats. He indicated that absentee ballots would be placed in the County Courthouses around February 5, 2010. The Annual Meeting and Elections will be held on March 18, 2010, at The Lodge of Four Seasons. Sue Westenhaver made a motion to extend the Board election time and offer extended hours for voting – from 2:00 p.m. to 5:00 p.m. Michael Spriggs seconded the motion. The motion passed unanimously.

Other New Business – Tim Jacobsen informed the Board of an upcoming training session offered by the Missouri Travel Council. The training will focus on internet marketing and Google. This will take place on February 17, 2010, at the Country Club Hotel & Spa.

The next TCLA Board meeting will be on February 25, 2010, in Morgan County.

There being no further business to bring before the Board, Karen Medders-Bowman made a motion to adjourn. Curt Mooney seconded the motion. The motion passed with a majority and the meeting was adjourned at 12:40 p.m.