

TRI-COUNTY LODGING ASSOCIATION

Wednesday, January 26, 2011

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

TCLA Board Members Present:

Chuck Bowman
Karen Medders-Bowman
Russell Burdette
Carl Clark
Fred Dehner
Bill Johnson
John Peters
Lance Utley
Don Welch
Sue Westenhaver

TCLA Board Members Absent:

Larry Jones
Michael Spriggs

Commissioner Kris Franken
Commissioner Sonny Earnest
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Marjorie Beenders, Jo Duncan, and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 9:02 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees. Bill Johnson welcomed Russell Burdette to the Board representing the Lake of the Ozarks Area Business District of Morgan County, Less Than 51 Units Category.

APPROVAL OF AGENDA

Russell Burdette made a motion to approve the agenda. Carl Clark seconded the motion. The motion passed unanimously.

MINUTES

Karen Medders-Bowman made a motion to approve the December 9, 2010, TCLA Board meeting minutes. Sue Westenhaver seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Sue Westenhaver made a motion to approve Bill #190. Karen Medders-Bowman 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. He has been invited to speak at the next Lake West Chamber Board meeting regarding TCLA. Mr. Divincen also covered that there were upcoming deadlines in which cooperative marketing grant applications will be due January 31st, 2011. TCLA will be submitting a Research Application, Public Relations Application, Leisure Travel Application and Convention Marketing Application by this deadline. The Destination Application is not due until April 15th. Mr. Divincen also reported on a recent radio appearance to discuss TCLA, CVB, and water quality. He also attended a press conference held by Attorney General Chris Koster regarding recommendations for water quality at Lake of the Ozarks, and made a presentation to the Clean Water Commission during their recent meeting in Jefferson City. A press release was discussed by the Board to respond to the recommendations.

Fred Dehner made a motion to recommend the support of TCLA's Executive Director in working with the Citizens for the Preservation of Lake of the Ozarks Committee to respond to the recent Attorney General recommendations. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

A lodging tax collection report was included in packets. Year to date lodging tax collections were up 4.58%.

FUNDING OR OTHER REQUESTS

A funding request was submitted for this meeting. The event organizers were unable to attend and asked to be placed on the following month's agenda.

P. R. FIRM UPDATE

Marjorie Beenders reported to the Board several recent public relations activities handled by her firm. Ms. Beenders indicated that the International Food & Wine Travel Writers would be coming to the Lake of the Ozarks between May 21 and May 26th, 2011. She also indicated several other press trips were in the process of being scheduled for spring and early summer. Ms. Beenders made mention of an upcoming story in Show Me Missouri about Point Randall Resort and thanked Michael and Paulette Spriggs for all their help with this story. Carl Clark inquired about coinciding media visits with the timing of stories that are published. Ms. Beenders explained that each different medium has their own schedule with regard to stories and publishing deadlines. She further explained that media visits are on-going in order to cultivate the relationships over time in order to garner more interest in Lake of the Ozarks. At this time the Board discussed public relations services provided by The Beenders Walker Group in depth. Carl Clark suggested that the Public Relations Committee schedule a meeting in the near future. Mr. Clark also asked the Board to take a moment and offer their appreciation for Ms. Beenders' firm exceeding their ad equivalency goal for Fiscal Year 2010. Following this discussion, Lance Utley made a motion to accept the bid for public relations services from The Beenders Walker Group. Russell Burdette seconded the motion. The motion passed unanimously.

At 10:30 a.m. the Board engaged in a teleconference with Marc Ellinger, attorney for TCLA and the Lake of the Ozarks Area Business Districts of Camden, Miller, and Morgan Counties. Mr. Ellinger gave a brief summary regarding litigation involving Estate Sales & Property Management.

At 10:50 a.m. Carl Clark made a motion to recess the TCLA Board of Directors meeting in order for the Camden, Miller, and Morgan County Business Districts to meet. Sue Westenhaver seconded the motion. The motion passed unanimously.

At 11:19 a.m. Carl Clark made a motion to resume the TCLA Board of Directors meeting. Fred Dehner seconded the motion. The motion passed unanimously.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Jim Divincen indicated to the Board that the Group Sales report was included in their packet for review.

Special Events- Karen Medders-Bowman, Chair – Jim Divincen informed the Board that a Civil War Re-Enactment was in the process of being scheduled for September 2012. Other potential events discussed were an air show and a blues/jazz festival.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Don Welch spoke about the recent ‘brainstorming’ session held by the TCLA Board of Directors. Mr. Welch felt strongly that another session would be beneficial, and to invite a moderator to keep the discussion on target.

Legislative Affairs — Don Welch, Chair – Don Welch spoke to the Board about Legislation in Missouri that is not ‘business’ friendly. He had previously sent information along to the Board via email, and encouraged everyone to review this information.

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

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen informed the Board that the month of October saw increased visits to the www.funlake.com website by approximately 3.5%.

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

Local PR Committee – Bill Johnson, Chair – Bill Johnson indicated that he would still like to see a ‘thank you’ program in place for visitors to the Lake of the Ozarks.

Lodging Survey Committee – Chuck Bowman indicated that this topic could be removed from future agendas. The survey was complete at this time.

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

OLD BUSINESS

Inquiry Update – Tim Jacobsen reported inquiries were down 22%. Mr. Jacobsen indicated that this report was in the process of being updated.

Legal Update - Jim Divincen reported that litigation with Estate Sales & Property Management is

ongoing with the next Court appearance to take place in June 2011.

Other Old Business – Jim Divincen took a moment to commend Sue Westenhaver and Michael Spriggs for their efforts in providing lodging owners educational seminars to help them grow their business. Future seminars were discussed as well.

Jim Divincen also took a moment to congratulate Sue Westenhaver for being named one of the Top 10 Women by Lake Lifestyles Magazine.

Fred Dehner asked that the Lodging Tax Committee also schedule a meeting to discuss lodging tax rates.

NEW BUSINESS

Clean Water Commission Meeting Summary – Jim Divincen confirmed that he will offer his support to the Citizens for the Preservation of Lake of the Ozarks Committee with a response to the recent water quality suggestions from Attorney General Chris Koster.

Holiday Light Park Update – Karen Medders-Bowman informed the Board that the Lake Holiday Lights Committee hired PMG to do the tear-down of the light park displays. This process went smoothly and the current issue being worked on was the location to store the tractor-trailers.

Lake Expo Lease/Purchase Option - Jim Divincen presented the Board with a written offer from Gary Prewitt, owner of the Lake Expo building and property, to either lease or purchase all or a portion of this property. After a brief discussion Bill Johnson suggested the Board review the offer and discuss at a later time.

Other New Business

Tim Jacobsen informed the Board that the 2011 Vacation Guide and Lake Life magazines were now available and being distributed at sport and travel shows.

The next TCLA Board meeting will be on February 24, 2011, in Miller County.

There being no further business to bring before the Board, Don Welch made a motion to adjourn. Chuck Bowman seconded the motion. The motion passed and the meeting was adjourned at 12:47 p.m.