

# TRI-COUNTY LODGING ASSOCIATION

Thursday, July 28, 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  
Carl Clark  
Fred Dehner  
Larry Jones  
Michael Spriggs  
Lance Utley  
Sue Westenhaver

## TCLA Board Members Absent:

Russell Burdette  
Bill Johnson  
John Peters  
Don Welch  
Commissioner Kris Franken  
Commissioner Jay Fisher  
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Jim Moody, Bruce Vanderveld, Marjorie Beenders, Mike Kenagy, Corey Leuwerke, Lagina Fitzpatrick, and Rebecca Green.

## **CALL TO ORDER**

Sue Westenhaver called the meeting to order at 9:08 a.m.

## **INTRODUCTIONS**

Introductions were made by all meeting attendees.

## **APPROVAL OF AGENDA**

Sue Westenhaver requested that two (2) items be added to the agenda for this meeting. Ms. Westenhaver asked that "TCLA Coffee Hour" be added under 10H – Local PR Committee. She also asked that a funding request be added to Agenda Item #8 for a B-25 Fly-In.

Karen Medders-Bowman made a motion to approve the agenda with the suggested updates. Carl Clark seconded the motion. The motion passed unanimously.

## **MINUTES**

Larry Jones made a motion to approve the June 23, 2011, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Karen Medders-Bowman made a motion to approve Bill #196. Carl Clark 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 Representative Diane Franklin to discuss various Lake issues. Mr. Divincen attended several meetings regarding water quality, including a meeting at the State Park Public Beach #2 with Department of Natural Resources officials, USGS water testing Director John Schumacher and Missouri Science and Technology Environmental Engineering Department Head Joel Birken to survey the conditions and present a comprehensive plan of action to ensure a clean and healthy beach for our visitors and residents. We hope to receive a plan of action in the next two weeks. Mr. Divincen also attended a Lake Area Chamber Board of Directors meeting, followed up on delinquent collection matters, and assisted in the design of the new TV commercial and banner advertisements.

## **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 2.85%. Mr. Vanderveld indicated the Lodging Tax Collection Report would be adjusted appropriately as delinquent collections were remitted.

## **FUNDING OR OTHER REQUESTS**

A funding request was submitted by Corey Leuwerke with Lake Aviation Center for the “B-52 Fly-In” in the amount of \$1,000.00. Tim Jacobsen also spoke to the Board regarding this event and explained the sponsorship levels. Mr. Leuwerke explained details of the event to the Board as well as a similar event that takes place in Cameron, Missouri. The Board thanked Mr. Leuwerke for his presentation and will address funding later in the meeting.

At this time Sue Westenhaver provided the Board with an article about the “Just Play Hard Shootout” event and a program from the Lake of the Ozarks Rodeo.

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

Marjorie Beenders reported to the Board several recent public relations activities handled by The Beenders-Walker Group. Ms. Beenders addressed several topics including measurement of public relations efforts, i.e. ad equivalency versus the number of electronic impressions, funding through the Missouri Division of Tourism Cooperative Marketing Program, and the pool of ‘tourism partners’ from which she creates familiarization tours for the media. Ms. Beenders was asked to research the industry standards for measurement of public relations efforts by the Board.

## **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** – Lagina Fitzpatrick reported to the Board that her Group Sales report was included in their packet. Ms. Fitzpatrick reported on her activities over the course of the past month. Ms. Fitzpatrick fielded questions regarding her report of family reunions and lost business. Ms. Fitzpatrick spoke to the Board about a group interested in hosting a national rally at the Lake of the Ozarks. The motorcycle group, Defenders LE MC, would potentially hold their rally in August 2012. Ms. Fitzpatrick sought the Board’s approval to offer additional incentive monies to this group to come to the Lake of the Ozarks. After a brief discussion, Karen Medders-Bowman made a motion to authorize Lagina Fitzpatrick to offer the Defenders LE MC group \$2,500.00 incentive monies from the FY13 Group Sales Budget. Lance Utley seconded the motion. The motion passed unanimously when voted upon. Ms. Fitzpatrick also mentioned that she had assisted with another motorcycle group, the Goldwing Touring Association Rally, to come to the Lake in July 2012.

**Special Events-** Karen Medders-Bowman, Chair – Karen Medders-Bowman mentioned she was happy to learn about the upcoming B-52 Fly-In event. She commented that new events & festivals are needed to attract more visitors. At this time the Board considered the previously presented funding request for the B-52 Fly-In. Carl Clark made a motion to approve funding in the amount of \$1,000.00 from Special Events Reserve in the FY12 TCLA Budget. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – Fred Dehner asked that the discussion regarding the job description for a Special Events Coordinator be delayed until the August 2011 TCLA Board meeting.

**Legislative Affairs** — Don Welch, Chair – Jim Moody spoke to the Board about the recent meeting with representatives with the Department of Natural Resources (DNR). Mr. Moody indicated that this meeting was very informational and went better than expected. Mr. Moody also spoke about monies earmarked for the Lake of the Ozarks as part of a settlement between Ameren Missouri and DNR. Mr. Moody has placed a call to the State Budget Director inquiring if these monies might be used for water testing purposes. He will keep the Board informed.

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

**Web Site Committee Report** – Bill Johnson, Chair – Tim Jacobsen referred the Board to a website summary report included in their packet. The summary covers 2007 through 2011 web statistics for review. Mr. Jacobsen indicated that work was progressing on the [www.funlakemeetings.com](http://www.funlakemeetings.com) website, and that the mobile application would be up and running soon. One item that has come to fruition is that all lodging members do not necessarily list their rental address in their listings. In order to accurately be reflected in the mobile application a physical address of the rental location would be needed.

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

**Local PR Committee** – Bill Johnson, Chair – Sue Westenhaver suggested to the Board that she would like to begin hosting “TCLA Coffee Breaks” on the patio at Starbucks. She would also like to find a location in the Sunrise Beach – Laurie area as well. This would be a set amount of time, with coffee served, for lodging property owners to come and ask questions and learn more about TCLA.

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

**Lodging Tax Committee** – Fred Dehner, Chair – No report at this time.

## **OLD BUSINESS**

**Inquiry Update** – Tim Jacobsen indicated an inquiry report for June 2011 was included in the Board packet for review.

**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.

**PR Letter** – A draft of a letter to be sent to public relations firms was included in the packet. Carl Clark made a motion to approve the letter be sent as written. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

**Employee Handbook** – Tim Jacobsen informed the Board that a human resources professional had reviewed the CVB employee handbook and recommended changes. Mr. Jacobsen would review those changes with Jim Divincen in order to revise the TCLA employee handbook.

**Other Old Business** – None at this time.

## **NEW BUSINESS**

**Water Quality Meeting w/DNR** – This topic was covered in the Executive Director’s Report.

**Lodging Survey** – Jim Divincen spoke to the Board about a recent survey sent to the lodging property owners in the Camden County Business District. To date 24 surveys had been returned, a total of 176 were sent. Sue Westenhaver indicated that she and Michael Spriggs had communications with Neil Robinson, owner of Kapilana Resort, about increasing lodging tax in Camden County. Mr. Robinson expressed his thoughts and opinions regarding the additional tax proposed. An informational meeting for property owners in Camden County has been scheduled for August 24<sup>th</sup> to discuss a lodging tax increase and any other concerns with lodging property owners. A meeting was also scheduled for the Lake of the Ozarks Area Business District of Camden County Advisory Board Members for August 17<sup>th</sup>, 2011, at 1:00 p.m. at Quail’s Nest Inn & Suites.

## **Other New Business**

Karen Medders-Bowman made a motion for the Board to enter into closed session at 11:54 a.m. pursuant to RSMo. Section 610.021(3). Fred Dehner seconded the motion. The motion passed unanimously. At 12:30 p.m. Carl Clark made a motion to re-open the meeting. Larry Jones seconded the motion. The motion passed unanimously and the meeting was re-opened.

The next TCLA Board meeting will be on August 25, 2011, in Miller County.

There being no further business to bring before the Board, Carl Clark made a motion to adjourn. Larry Jones seconded the motion. The motion passed and the meeting was adjourned at 12:32 p.m.