

# TRI-COUNTY LODGING ASSOCIATION

Thursday, June 23, 2011

The Tri-County Lodging Association met at 9:00 a.m. at The Oaks Golf Course Clubhouse, Osage Beach, Camden County, Missouri.

## TCLA Board Members Present:

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

## TCLA Board Members Absent:

Commissioner Kris Franken  
Commissioner Jay Fisher  
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Maggie Schaffer, Jim Moody, Bruce Vanderveld, Eric Homan, Jo Duncan, Trish Creach, Christina Wilson, Nicole Keever, Polly Jones, Mayor Penny Lyons, Alderman John Olivarri, Vali Suddarth, Lagina Fitzpatrick, and Rebecca Green.

## **CALL TO ORDER**

Sue Westenhaver called the meeting to order at 9:07 a.m.

## **INTRODUCTIONS**

Introductions were made by all meeting attendees.

## **APPROVAL OF AGENDA**

Karen Medders-Bowman made a motion to approve the agenda as presented. Fred Dehner seconded the motion. The motion passed unanimously.

## **MINUTES**

Bill Johnson made a motion to approve the May 26, 2011, TCLA Board meeting minutes. Don Welch seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Carl Clark made a motion to approve Bill #195. 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. Mr. Divincen gave an update regarding the soccer field feasibility study update, attended the MACVB Conference in Springfield, Missouri, researched advertising costs for a newspaper insert and met with a representative from AAA publications. Mr. Divincen also communicated with the St. Louis Parks & Recreation Department regarding the possibility of trading displays for the Lake Holiday Light Park, worked extensively on the scheduling and production of the KRCG television commercial, and continues to work on the water quality issue and will be attending a meeting in July with DNR representatives to discuss further.

## **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 1.3%.

## **FUNDING OR OTHER REQUESTS**

A funding request was submitted by Lake of the Ozarks Rodeo to take place on July 1<sup>st</sup> and 2<sup>nd</sup>, 2011, in the amount of \$3,500.00. Ms. Vali Suddarth made a brief presentation to the Board regarding the history of this event, and similar events, and explained the current plan for promoting this event. The Board inquired about an announcer's stand at the event and the arena ownership. Ms. Suddarth explained an announcer's stand is present on the property and explained that the arena is on property owned by Camping Paradise, but the items that make up the arena are portable and could be moved to another location if they so desired.

The Board thanked the presenter for her time and will consider this request further down on the agenda.

A second funding request was submitted by the Laurie Hillbilly BBQ Cook-off in the amount of \$300. Jim Divincen briefed the Board on this event's history and other information about the event. This request will also be considered further down on the agenda.

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

Jo Duncan reported to the Board several recent public relations activities handled by The Beenders-Walker Group. Ms. Duncan gave a summary of a recent press trip wherein 9 journalists were present from the International Association of Food, Wine, and Travel Writers. Ms. Duncan indicated that the general consensus of the group that visited was that of surprise at all the Lake of the Ozarks has to offer. Ms. Duncan explained that a few press releases would still be prepared and sent out prior to the fiscal year-end deadline as set by the Cooperative Marketing Program with the Missouri Division of Tourism. A brief discussion was held regarding ad equivalency; Mr. Divincen explained this form of measurement to the meeting guests.

## **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. Carl Clark asked if a report could be prepared that indicates why business was lost from November 2010 to the current date. Ms. Fitzpatrick will have this prepared for the July TCLA Board meeting.

**Special Events-** Karen Medders-Bowman, Chair – Karen Medders-Bowman spoke to the Board about the recent Canine Cannonball event, as did Rebecca Green. Also discussed were several upcoming events including Aquapalooza, the Hot Summer Nights Brewer & Shipley concert, the Lake Area Chamber's Duck Drop and Microbrew & Wine Festival. Tim Jacobsen mentioned that an interested group of community members were discussing the possibility of an air-show at Lake of the Ozarks.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – Fred Dehner acknowledged that concerns had been brought to his attention about the timeliness of the RFP going out for Public Relations services. Russell Burdette spoke about this topic and indicated he would like to see this occur prior to December if possible. Jim Divincen explained that the Cooperative Marketing guidelines would have to be received prior to the RFP being prepared, but believed that this could take place in early November easily. From this discussion, Bill Johnson made a motion that a letter be sent to public relations firms to inquire if they have any interest in responding to an RFP for PR services for TCLA. A draft of this letter can be reviewed at the July TCLA Board meeting to go out to PR firms in August. Russell Burdette seconded the motion. The motion passed unanimously.

Jim Divincen informed the Board that an updated job description was included in their packet for the Special Events Coordinator position. A lengthy discussion was held regarding this position, the timing of potentially filling this position and how it would be funded. Included in this discussion were topics of whether or not this would be a TCLA or CVB employee, the duties and expectations of this position, whether or not this position would simply assist existing special events and festivals or seek out new events and festivals for the area, and the costs involved with hiring someone for this position. At the conclusion of this discussion it was decided that the Employee Performance Review Committee should meet and discuss to make further recommendations to the Board. A meeting date was set for July 7, 2011 at 12:00 p.m. at Quail's Nest Inn & Suites in Osage Beach, Missouri. Trish Creach, Executive Director for the Lake Area Chamber of Commerce spoke about the possibility of special events assisting with funding this position as an option.

Jim Divincen presented to the Board advertising proposals received from The Kansas City Star for online ads. After a brief discussion, Don Welch made a motion to accept the advertising proposal submitted by The Kansas City Star for online advertising in the amount of \$17,375 to be divided among the Business Districts, with each District contributing the same percentage as their current contribution to the TCLA Budget. Bill Johnson seconded the motion.

After further discussion, Don Welch made a motion to amend the previous motion. Bill Johnson seconded the motion, the motion passed unanimously and a new motion was made. Don Welch made a motion to accept the advertising proposal submitted by The Kansas City Star for online advertising in the amount of \$17, 375 to be divided equally among the Business Districts of Camden, Miller and Morgan Counties. Bill Johnson seconded the motion. The motion passed unanimously.

**Legislative Affairs** — Don Welch, Chair – Jim Moody spoke to the Board about Legislation the Governor would soon sign that would remove the election date previously scheduled for June 2012. Mr. Moody informed the Board that a meeting has been set for Lake of the Ozarks officials to meet with officials from the Department of Natural Resources regarding water quality at the Lake. This meeting will take place on July 20, 2011. Mr. Moody spoke about future funding issues on the State level which will be further impeded by monies that have been spent on disaster recovery as of late.

**Employee Performance Review** – Karen Medders-Bowman, Chair – This committee will hold a meeting on July 7, 2011, to discuss the Special Events Coordinator position.

**Web Site Committee Report** – Bill Johnson, Chair – Eric Homan reviewed information in the website report that was included in the Board packets. Mr. Homan fielded many questions about the website hits, tracking mechanisms and spoke about the poor response to the survey placed on the [www.funlake.com](http://www.funlake.com) website. A suggestion was given to offer something to the visitor for completing the survey to garner a better response.

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

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson thanked the guests for attending the meeting.

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

**Lodging Tax Committee** – Fred Dehner, Chair – Fred Dehner informed the Board that this committee has planned to meet again in August. He added that a website domain had been secured, it is [www.laketourismmatters.com](http://www.laketourismmatters.com).

## **OLD BUSINESS**

**Funding Request Consideration** – At this time the Board discussed the previously submitted funding request for the Lake of the Ozarks Rodeo. Fred Dehner suggested having signs created for the announcer's tower as done in the past for another event. Many topics were discussed including the event location, the time frame of receipt of funding requests and the fact that this is a 'new' event for the Lake. Fred Dehner made a motion to approve \$1,000.00 out of FY12 Special Events Reserve for the Lake of the Ozarks Rodeo, and in addition cover the costs of two (2) signs to be placed on the announcer's tower at the arena. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

**Inquiry Update** – Tim Jacobsen indicated an inquiry report for May 2011 was included in the Board packet for review. Also included was an inquiry report for May 2010 for comparison purposes. Calls, online requests and reader-service requests are tracked for this report. Mr. Jacobsen indicated inquiries were down from May 2010 by 13.2%.

**Legal Update** - Jim Divincen reported that a hearing took place in May regarding Estate Sales & Property Management litigation. Mr. Divincen has sent Marc Ellinger a note to inquire about this hearing and asked for his representation when a trial date is set.

**Employee Handbook** – After a brief discussion regarding the TCLA Employee Handbook, Michael Spriggs made a motion to table this topic until the July TCLA Board meeting. Russell Burdette seconded the motion. The motion passed unanimously. Jim Divincen was asked if a Human Relations specialist could possibly review prior to approval. Tim Jacobsen offered to assist with this endeavor.

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

## **NEW BUSINESS**

Tim Jacobsen informed the Board that he had been working on the CVB budget with the assistance of Bruce Vanderveld. Mr. Jacobsen found that at this time the CVB would be in a position to reduce the administrative fees received from TCLA by \$10,000.00. After a brief discussion, Larry Jones made a motion to reduce the FY12 TCLA Budget for Administrative Fees for LOCVB by \$10,000.00 and to create a new TCLA line item, M8, within the FY12 TCLA budget, in the amount of \$10,000.00 to be designated as the "Mobile Application". Don Welch seconded the motion. The motion passed unanimously when voted upon.

### **Other New Business**

At this time Jim Divincen, on behalf of the TCLA Board, presented a plaque of appreciation to Bill Johnson for his time served on the TCLA Board as Chairman. The Board expressed their appreciation for his service in this capacity.

The next TCLA Board meeting will be on July 28, 2011, in Morgan County.

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