

TRI-COUNTY LODGING ASSOCIATION

Thursday, May 20, 2010

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
Donna David
Fred Dehner
Bill Johnson
Larry Jones
John Peters
Michael Spriggs
Don Welch

TCLA Board Members Absent:

Sue Westenhaver
Lance Utley
Commissioner Brian Duncan
Commissioner Carolyn Loraine
Commissioner Sonny Earnest

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Jo Duncan, Mark Barrett, R.J. Rau, Ed Schmidt, Teresa Riley, Betsy Farris, Maggie Schaffer, and Rebecca Green.

CALL TO ORDER

Bill Johnson called the meeting to order at 9:04 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Carl Clark made a motion to approve the agenda. Fred Dehner seconded the motion. The motion passed unanimously.

MINUTES

Don Welch asked that the motion made regarding satellite sales offices include the words – as stated in the previous meeting – that the Board received a unanimous recommendation by the Group Sales Committee to close the satellite sales offices in Kansas City and St. Louis.

Don Welch made a motion to approve the April 22, 2010, TCLA Board meeting minutes with the requested addition. Chuck Bowman seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Don Welch made a motion to approve Bill #183. Larry Jones seconded the motion. The motion passed unanimously.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen distributed a Director's Report to the Board for review. Mr. Divincen spoke to the Board about a response he wrote to the editor of the Springfield News-Leader regarding a recent story on Lake of the Ozarks and e-coli levels. He stated that a meeting has been arranged in which he and others from the Citizens for the Preservation of the Lake of the Ozarks Committee will meet with the new editor of the Springfield News-Leader to discuss water quality issues and provide factual information for their future use.

Mr. Divincen informed the Board that a copy of an advertisement was included in their packets for the Group Sales position. To date he has received eight (8) applications and indicated that Vicki Schveninger with the Kansas City Sales office had submitted her resume for consideration, if she could possibly work part-time from Kansas City and part-time at the Lake office.

Mr. Divincen spoke to the Board about a recent presentation made to the Harley Owner Group (HOG Rally) for their event in 2011. Mr. Divincen shared a video created for this presentation and was pleased to announce that Lake of the Ozarks won the bid to host the 2011 HOG Rally.

Mr. Divincen shared his concerns for the State budget process and how it will potentially affect the Cooperative Marketing funds available through the Division of Tourism. Mr. Divincen cautioned the Board with regard to funding events based on the possibility that coop marketing funds will be decreased.

Mr. Divincen recently recorded a radio interview for 101.9 The Wave, attended the annual Legislative Ice Cream Social, and spent time with the Outdoor Sports Editor for The Kansas City Star, Brent Frazee. Mr. Frazee will be writing five (5) different stories about the Lake of the Ozarks based on his time spent here recently.

FINANCIAL REPORT

A lodging tax collection report was included in packets. Jim Divincen explained that lodging tax collections were down 6% year-to-date. He further explained a discrepancy in the numbers for Camden Medium category from March 2009 to March 2010.

FUNDING OR OTHER REQUESTS

- A. AquaPalooza, Saturday, July 17, 2010, at Dog Days – requesting \$4,000.00 for email blasts to promote the event up to 40,000 boaters.**

Teresa Riley and Betsy Farris appeared at the Board meeting to present the funding request for Aquapalooza. Ms. Riley and Ms. Farris presented information about this event, showed a video and answered questions from the Board.

Carl Clark made a motion to approve the funding request submitted by Aquapalooza. Larry Jones seconded the motion. When voted upon, the Board unanimously voted in opposition of this motion, therefore the motion fails.

- B. Miss Planet Beach International Spokesmodel Competition – August/September 2010 at Shady Gators – requesting \$15,000.00 for national television coverage.**

Ed Schmidt appeared on behalf of Shady Gators to present the funding request for Miss Planet Beach International. Mr. Schmidt explained the history of this event, gave a brief explanation of the television coverage and economic impact estimates for this event. Mr. Schmidt answered questions regarding the economic impact of this event, demographics of attendees and local participation.

Carl Clark made a motion to approve the funding request submitted by Miss Planet Beach International Spokesmodel Competition. Larry Jones seconded the motion. When voted upon, the Board unanimously voted in opposition of this motion, therefore the motion fails.

C. Canine Cannonball – June 11th – 13th, 2010 at Dog Days, requesting \$5,000.00 for advertising the event: billboards, radio and television.

Mark Barrett and R.J. Rau appeared before the Board to present information about this event and their funding request. Mr. Barrett gave previous year's demographic information and spoke about the charitable aspect of this event with regard to Dogwood Animal Shelter. The gentlemen fielded questions about the event regarding growth potential, economic impact and advertising plans.

Larry Jones made a motion to approve funding \$2,000.00 out of the FY10 Special Events Reserve budget for the Canine Cannonball. John Peters seconded the motion. When voted upon, the motion passed unanimously.

P. R. FIRM UPDATE

Jo Duncan with The Beenders-Walker Group distributed Public Relations reports and an ad equivalency report to the Board. Ms. Duncan informed the Board that the Legislative Ice Cream Social was another success, that Southern Living Magazine is working on a story featuring properties that have 'gone green' and the Golf Familiarization Tour will take place June 7th through 11th, 2010.

During the Public Relations update, Ms. Duncan, Jim Divincen and the Board discussed hosting an Outdoor Writers event in the fall. Mr. Divincen indicated that John Neporadny was working with sponsors for this event. Mr. Divincen explained that funds have been requested in the Cooperative Marketing Public Relations Application to assist with the costs, if approved. Karen Medders-Bowman made a motion to assist in funding a fall Outdoor Writers event in the amount of \$500.00 out of the FY11 General Reserve Fund. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Tim Jacobsen, Chair – Mary Jo Biggs with the St. Louis office is currently at 56% of her goal for FY10 and at 22% of her goal for FY11. Vicki Schveninger with the Kansas City office is currently at 78% of her goal for FY10 and at 47% of her goal for FY11.

A discussion was held about the proper procedure for compensating the Sales Managers in the satellite offices with regard to vacation time earned. Fred Dehner made a motion to request that the Kansas City and St. Louis office Sales Managers remain employed with TCLA until June 30th, 2010, and that they be compensated for any vacation time owed at the time of their termination of employment, on or before June 30, 2010. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

After a brief discussion regarding TCLA employee policies, Larry Jones made a motion for Tri-

County Lodging Association to adopt the employee handbook and policies of the Convention & Visitor Bureau. Donna David seconded the motion. The motion passed unanimously when voted upon.

An additional discussion occurred regarding the management structure for the new local group sales office position. After a lengthy discussion about the management of this office, many suggestions were made with respect to this position. The Group Sales Committee will no longer be needed; the candidate for this position needs to be self-motivated but still have close guidance, and will report to the TCLA Board at their monthly meetings. Jim Divincen and Tim Jacobsen will conduct the interviews for this position and make a decision on the most-qualified candidate. They will keep the Board apprised of the status of this process.

Special Events- Karen Medders-Bowman, Chair –Tim Jacobsen informed the Board that the CVB was working with a local promoter for an upcoming dinner concert featuring John Conlee and Janie Fricke. The CVB will be designing an ad for this event as well as handling ticket sales.

Jim Divincen reported that the Charger Boat Owners' Tournament will not take place in 2010.

Advertising/Budget/Public Relations – Fred Dehner, Chair – The most current FY11 Budget was presented for Board approval. Karen Medders-Bowman made a motion to approve the FY11 Budget as presented. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

Fred Dehner made a motion to post all TCLA Budget information on the TCLA website and provide copies to the media as well. Karen Medders-Bowman seconded the motion. The motion passed unanimously when voted upon.

Legislative Affairs — Don Welch, Chair – Chris Moody with Moody & Associates gave a brief report on Legislative Affairs. Mr. Moody indicated that the budget was still a huge area of concern and the Division of Tourism budget is at \$13.9 Million Dollars. Mr. Moody briefly discussed water testing with relation to the Dept. of Natural Resources. Recently three beaches were closed due to high e-coli levels. Jim Divincen asked Mr. Moody to check into the numbers presented for this testing as all three (3) beaches had test result numbers exactly the same. Bill Johnson asked Mr. Moody to check into legislation passed a few years ago by Representative Cooper pertaining to boat licensing and the funds generated from the licensing being used for the Missouri State Water Patrol. Mr. Moody will look into this for the Board.

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

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen referred the Board to the web report in their packets. Mr. Jacobsen indicated that the new website is up and running with a couple of pages that need some corrections. Mr. Jacobsen informed the Board that the CVB was partnering with the local Chambers to host 2 Facebook workshops. The first will be held on June 17th at Willmore Lodge and the second will be held at the Camdenton Chamber offices on June 22nd.

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

Local PR Committee – Bill Johnson, Chair – Bill Johnson thanked Fred Dehner and Tan-Tar-A Resort for hosting the recent media meeting. The Board discussed hosting another media meeting to capture those media entities that could not participate in the previous meeting.

Mr. Johnson indicated that some advertising prices had been received for a “Thank You” campaign to run to thank the visitors for choosing Lake of the Ozarks. Tim Jacobsen offered to speak with the CVB members of the media about doing public service announcements as part of their trade-out for membership.

OLD BUSINESS

Inquiry Update – An Inquiry Report was included in the Board packet for the Board’s review. It was noted that inquiries are down 17%, but this should change significantly as Vacation Guide requests were being fulfilled at a higher rate in recent weeks.

Other Old Business – Tim Jacobsen informed the Board that the CVB would be working with the local Chambers on a Marketing Seminar on June 8, 2010, at the Inn at Grand Glaize. He also mentioned that the CVB and local Chambers would be hosting a social event on August 19, 2010, and would provide more details as they become available.

NEW BUSINESS

Water Quality Committee Update – Jim Divincen indicated that the first round of test results would be available June 1st, 2010. He informed the Board that this Committee was in the process of researching different testing methods, including a mobile unit for testing which could provide results within two (2) hours. He added that while this method is not yet approved by the EPA, it would still be an option.

Other New Business

The next TCLA Board meeting will be on June 24, 2010, in Camden County.

There being no further business to bring before the Board, Karen Medders-Bowman made a motion to adjourn. Chuck Bowman seconded the motion. The motion passed and the meeting was adjourned at 12:35 p.m.