

TRI-COUNTY LODGING ASSOCIATION

Thursday, May 26, 2011

The Tri-County Lodging Association met at 9:00 a.m. at The Resort at Port Arrowhead, Lake Ozark, Miller County, Missouri.

TCLA Board Members Present:

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

TCLA Board Members Absent:

John Peters
Commissioner Kris Franken
Commissioner Jay Fisher
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Maggie Schaffer, Jim Moody, Bruce Vanderveld, Eric Homan, Michael Capps, Marjorie Beenders, Polly Jones, Bob Schwartz, Jeff Van Donsel, Joe Page, Mayor Penny Lyons, Nancy Viselli, Mayor Johnny Franzekos, Lagina Fitzpatrick, and Rebecca Green.

CALL TO ORDER

Sue Westenhaver called the meeting to order at 9:14 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver requested an addition to the agenda. Ms. Westenhaver asked that "Adoption of Employee Handbook" be added under "Old Business".

Bill Johnson made a motion to approve the agenda as presented. Don Welch seconded the motion. The motion passed unanimously.

MINUTES

Don Welch asked that the minutes from April 28th, 2011, reflect that Lance Utley would be serving as the Medium Category representative for the CVB Board.

Bill Johnson made a motion to approve the April 28, 2011, TCLA Board meeting minutes as corrected. Don Welch seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Don Welch made a motion to approve Bill #194. 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 reported on his contact with Bucher, Willis & Ratliff. This firm previously prepared a feasibility study for sporting fields at Lake of the Ozarks. Mr. Divincen also worked with TCLA & Business District attorney Marc Ellinger on delinquent collection issues, drafted a job description for a Special Events Coordinator, contacted the St. Louis Parks & Recreation Department about possibly exchanging light displays for the Lake Holiday Lights Park, and met with Senator Kehoe and Representatives Franklin & Schad regarding water quality testing at Lake of the Ozarks. Mr. Divincen also mentioned that TCLA Lobbyist Jim Moody is working on arranging a meeting with DNR representatives to discuss wastewater facility testing requirements currently and in the future. Mr. Divincen added that he spent a day in Branson, MO, with Liverpool Legends assisting with the production of music for an upcoming television commercial for KRCG promoting the Lake of the Ozarks.

FINANCIAL REPORT

A lodging tax collection report was included in the Board packets for review.

FUNDING OR OTHER REQUESTS

A funding request was submitted by Hot Summer Nights in the amount of \$3,000.00 presented by the Bagnell Dam Strip Association (BDSA) to cover sound stage and lighting for a concert on August 12, 2011, by Brewer & Shipley. Bob Schwartz spoke to the Board on behalf of this event and request. Mr. Schwartz explained that this would be a free concert open to the public. Mr. Schwartz gave some background on the Hot Summer Nights events and a brief bio on the group Brewer & Shipley. Bill Johnson inquired if the equipment would be purchased or rented. Mr. Schwartz explained it would be rented for this event. Karen Medders-Bowman inquired about promotion of the free concert. Mr. Schwartz gave a brief explanation of the advertising and promotion that would take place for this concert. Board members made several inquiries about the event sponsors, stage set-up, insurance and construction of the temporary stage.

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

P. R. FIRM UPDATE

Marjorie Beenders reported to the Board several recent public relations activities handled by The Beenders-Walker Group. Ms. Beenders gave a summary of a recent press trip wherein 9 journalists were present from the International Association of Food, Wine, and Travel Writers. She explained several of the lodging facilities, restaurants and attractions that were provided to the group either in full or at a discounted rate. Ms. Beenders took a moment to thank everyone who assisted with hosting this group. Ms. Beenders also updated the Board about other public relations activities that took place throughout the month including the Legislative Ice Cream Social, a visit to the Lake's

golf courses from KODE Channel 10 out of Joplin, Missouri, a travel writer visit from the St. Louis Post-Dispatch, outdoor articles that appeared in The Kansas City Star, and Fred Dehner's appearance on the Fox station out of St. Louis for a "Free Trip Tuesday" promotion which garnered over 2,000 entries for the contest.

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 including the creation of an updated marketing piece.

Special Events- Karen Medders-Bowman, Chair – Karen Medders-Bowman began a discussion about hiring a Special Events Coordinator to assist in organizing and attracting events to the area. Jim Divincen included a draft of a job description in the Board packets for review. He compiled this information based on research of similar positions found around the country. Mr. Divincen also spoke about this position assisting the Group Sales efforts by providing services once the groups arrive. A discussion was held about the scope of this position and the timing in which the Board would consider hiring a candidate. The Board also discussed funding options for this position. Don Welch suggested that the Advertising, Budget, and Public Relations Committee and Special Events Committee meet to discuss this endeavor and determine if monies could be reallocated out of the current budget to make this position possible. The Board also agreed that there needs to be further discussion on the exact role of this position. Other aspects of this position discussed were the role with regard to existing events and garnering interest for new events and how in-depth this person will participate in either area.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen took a moment to play the recently recorded "Ozarks Sunshine" music for the Board for an upcoming commercial to air on KRCG. Mr. Divincen indicated that options were being explored for producing this commercial to begin airing after July 1st. Mr. Divincen also spoke about the particulars with the filming of the commercial and costs that might possibly be incurred for the shoot. He explained that it is his hope to be able to find 'volunteers' to be involved in the filming, but further stated that there might be production costs involved. Another discussion was held about the actual filming and production of the commercial. Mr. Divincen asked that the Board consider compensating Liverpool Legends for their time and studio for recording the "Ozarks Sunshine" music for the upcoming commercial. He suggested between \$500 and \$600 as payment for their services. After a brief discussion, Russell Burdette made a motion to compensate Liverpool Legends \$600 from the credit received from the Liverpool Legends event in March 2011. Karen Medders-Bowman seconded the motion. The motion passed unanimously.

Tim Jacobsen informed the Board that the television reality show about Bryant Auction had officially been picked up for ten (10) more episodes on the History Channel.

Legislative Affairs — Don Welch, Chair – Jim Moody provided a brief history of the Legislative Ice Cream Social and how it came to be. He explained that this is an event that the Legislators and office staff at the Capitol look forward to and it certainly gives the Lake of the Ozarks recognition at this level.

Mr. Moody spoke about several Legislative topics including election date changes, Legislative Districts being redrawn and organizing a meeting with DNR officials and the Citizens for the Preservation of Lake of the Ozarks Committee. Karen Medders-Bowman commented that she is

very concerned about the permitting and testing process with DNR for wastewater treatments plants which will affect the properties she manages. She explained testing procedures and what will be required of property owners in order to be in compliance. Mr. Moody explained that this is another reason the meeting with DNR officials is being arranged.

Don Welch inquired about the 'stack tax'. Jim Moody would confirm but believes that this legislation passed which would prohibit a community from adding additional 'lodging' tax on top of the current taxes in place within a municipality.

Bill Johnson inquired about Senator Kehoe's request for a special session. Mr. Moody responded that he wasn't certain if this request would be approved or not at this time. He indicated that if it did happen it would most likely be in September.

Marjorie Beenders added that with the assistance of Senator Kehoe, a 9-passenger van from the Missouri Automobile Dealers Association for a recent media visit from the International Association of Food, Wine & Travel Writers.

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

Web Site Committee Report – Bill Johnson, Chair – Eric Homan reviewed information in the website report that was included in the Board packets. Mr. Homan also explained aspects of this report including 'engagement rate' on Facebook. The Lake of the Ozarks has an engagement rate on their Facebook page of 35%, which means 35% of those that follow this page engage in posting or commenting on this page.

Mr. Homan also spoke about the status of the mobile app. He expects this to be online and available beginning in early June.

Office Exploration Committee – Bill Johnson, Chair – Bill Johnson indicated that office space is still being sought at this time, economic

Local PR Committee – Bill Johnson, Chair – Bill Johnson complimented Sue Westenhaver on her local public relations efforts with regard to the local municipalities. Ms. Westenhaver was appreciative and would continue with her efforts.

Fishing Tournament Committee – Michael Spriggs, Chair – Michael Spriggs commented that the Missouri State High School Association tournament has taken place, no results have been submitted at this time.

Lodging Tax Committee – Fred Dehner, Chair – Fred Dehner informed the Board that this committee met on May 12th. Mr. Dehner requested that another meeting be scheduled for this committee on Thursday, June 9, 2011, at 12:00 p.m. at Quail's Nest Inn & Suites. Bill Johnson informed the Board that he was elected to the position of President of the CVB and will be forming a committee within the CVB Board to assist with a lodging tax increase initiative.

OLD BUSINESS

Funding Request Consideration – At this time the Board discussed the previously submitted funding request for the Brewer & Shipley free concert during Hot Summer Nights event. Part of

the discussion included monies already submitted for sponsorship of this event, asking other community entities for financial assistance and sending media alerts for the event into Kansas City and St. Louis. Karen Medders-Bowman made a motion for this request to be referred to the Business Districts for consideration. Michael Spriggs seconded the motion. The motion passed unanimously.

Inquiry Update – Tim Jacobsen indicated an inquiry report for April 2011 was included in the Board packet for review. Also included was an inquiry report for April 2010 for comparison purposes. Calls, online requests and reader-service requests are tracked for this report. Mr. Jacobsen informed the Board that he, Eric Homan and Jim Divincen had met and created an online survey for the www.funlake.com website at the Board's request. Chuck Bowman suggested that a giveaway be utilized at the sport and travel shows as another means of gathering information from potential visitors.

Legal Update - Jim Divincen reported that a hearing will take place in July for the pending legal issue with Estate Sales & Property Management. Mr. Divincen is hoping a trial date will be set for this matter at this hearing.

Soccer Field Update- Jim Divincen informed the Board he has been in contact with the previous consultant, Michael Malyn, who performed the feasibility study for sporting fields in 2004. Mr. Divincen has asked for the cost to update this study from Mr. Malyn and hopes to hear back from him in the near future.

2011 Boat Show Summary – Tim Jacobsen advised the Board that a summary was included in their packet for the 2011 sport and travel show season. Mr. Jacobsen referred the Board to the budget allocated for the shows. He pointed out that the total budget for shows was \$22,000.00. With the cooperative marketing funds to be received from the Leisure Travel Market application for registration fees on many shows, the funds utilized for sport and travel shows came in under budget by approximately \$3,000.00. Mr. Jacobsen informed the Board that the FY12 budget for sport and travel shows would be \$20,000.00 and outlined shows on the list that would not be attended.

Other Old Business

Don Welch commented that at the last Board meeting an advertising piece, a newspaper insert, was presented and the Board asked for further information about this piece or one similar. Both Jim Divincen and Tim Jacobsen placed calls to representatives with Drury Hotels, the main advertiser in the piece to gather information. Mr. Divincen indicated that this would be something to be considered for the FY13 budget and another consideration would be whether or not to solicit advertising partners for this type of endeavor.

Sue Westenhaver reminded the Board that an employee handbook had been created for TCLA employees within the past year. She asked that this handbook be sent via email to the Board for review and for it to be an agenda topic for the next TCLA Board meeting.

NEW BUSINESS

Sue Westenhaver asked that a Committee list be sent to the Board for review. Rebecca Green will send this list via email and update accordingly. Ms. Westenhaver asked that a By-Law Committee be formed, as well as a Marketing/Seminar Committee.

Russell Burdette provided the Board with 'web ranking' statistics with regard to the current television websites utilized in the FY12 media plan. Mr. Burdette spent time researching different 'Lake-related' vacation information to compile the ranking list. The Board discussed the rankings and how to use them for future online advertising options. During this discussion Don Welch suggested that experts in this area be invited to the Lake to present to the Board information about online advertising. Suggested entities to invite were representatives from Madden Media, The Kansas City Star and the St. Louis Post-Dispatch. Jim Divincen and Tim Jacobsen will contact these representatives and arrange for a meeting in the near future. The Board requested this meeting be scheduled prior to the June Board meeting. Jim Divincen also suggested checking with Jerry Henry & Associates about doing a 'click-through' conversion study if at all possible.

Sue Westenhaver encouraged Board members to review their Board Books provided. She also indicated that each month items will be provided for the books.

Also, Sue Westenhaver reminded for those that were interested that the Mother's Polish Car Show Series that focused on the Magic Dragon Street Meet Car Show was on site to be viewed.

Other New Business

The next TCLA Board meeting will be on June 23, 2011, in Camden 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 11:55 a.m.