

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 1, 2011

The Tri-County Lodging Association met at 2:00 p.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:

Commissioner Kris Franken
Commission Brian Duncan
Commissioner Jay Fisher
John Peters

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Maggie Schaffer, Lagina Fitzpatrick, Jim Moody, Brett Johnson, Kemp Shoun, Michael Capps, Chief Todd Davis, Jeff Carroll, Mike Page, Bob Schwartz, Christina Wilson, Marjorie Beenders, Eric Homan, and Rebecca Green.

CALL TO ORDER

Sue Westenhaver called the meeting to order at 2:00 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees. At this time the Tri-County Lodging Board of Directors presented Mike Page and Bob Schwartz with The Bagnell Dam Strip Association an appreciation certificate. This certificate was presented in appreciation for the efforts of The Bagnell Dam Strip Association and their hard work and dedication to successfully promote and organize the annual Hot Summer Nights events, and their continued promotion of tourism at Lake of the Ozarks.

APPROVAL OF AGENDA

Sue Westenhaver suggested changes to the meeting Agenda. She asked that several items be moved to the beginning of the meeting in order for guests to be able to leave the meeting after their presentations.

Karen Medders-Bowman made a motion to approve the agenda as amended. Russell Burdette seconded the motion. The motion passed unanimously.

MINUTES

Karen Medders-Bowman suggested a formatting change to the minutes. Also suggested was adding Lance Utley to the attendees for the October 20, 2011 meeting.

Russell Burdette made a motion to approve the October 20, 2011, TCLA Board meeting minutes with the suggested changes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #200. Don Welch seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

A lodging tax collection report was included in the Board packets for review. Bruce Vanderveld indicated that year-to-date collections were down by 2.2% through September 2011. The Board was provided with financial information covering July through October 2011.

FUNDING OR OTHER REQUESTS

A funding request was submitted by the Lake Area Chamber of Commerce for Lake of the Ozarks Eagle Days on January 7 & 8, 2012, in the amount of \$200. After a brief discussion, Bill Johnson made a motion to fund \$200 out of Special Events Reserve. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

A funding request was submitted for the Lake Area Pub Crawl in the amount of \$7,500.00. Jeff Carroll, event organizer, was present to give a brief explanation of this event's history and to answer questions from the Board. Questions regarding the number of years this event has taken place, costs for hotels and establishments to be on the Pub Crawl route, and number of shuttles that will be utilized were asked of Mr. Carroll. He explained that this is the 11th annual Pub Crawl, that hotels would be charged a fee to be on the shuttle route for the event and 22 busses were scheduled to run for the event in 2012.

The Board will take this information under advisement and will address funding later in the meeting.

LEGISLATIVE REPORT

Representatives from the Missouri State Highway Patrol were present to discuss this year's merger of the Missouri State Highway Patrol and Missouri State Water Patrol. Brett Johnson and Kemp Shoun updated the Board on the progress of the merger and also spoke about coverage with regard to Patrol officers on the Lake of the Ozarks. The representatives explained that 2 officers would cover the Lake during the winter months and 16 officers would be present during the busier months of the year. They also explained that 2011 had thus far been the lowest year of fatalities on Missouri waterways.

Jim Moody presented to the Board new Legislative district maps and explained that certain districts have 'double coverage' while other districts were newly formed and would be open to candidate filings in the near future.

P. R. FIRM UPDATE

Marjorie Beenders with The Beenders Walker Group gave a brief report on recent public relations activities on behalf of TCLA. Ms. Beenders spoke about recent media visits completed, tradeshows attended and upcoming tradeshow plans. Ms. Beenders also gave a brief update of their work with regard to the Missouri Division of Tourism's Cooperative Marketing Program.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about the upcoming Liverpool Legends Concerts, Water quality and recent updates, a 'branding' committee meeting, and preparing the FY13 Media Plan and TCLA Budget.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick, Director of Sales, reported about her past month's activities as outlined in the Group Sales Report included in Board packets. The Board discussed opportunities to entice sporting events to the Lake area and the requirements needed to host sporting teams.

Special Events- Karen Medders-Bowman, Chair – Karen Medders-Bowman spoke to the Board about a meeting that took place recently and the possibility of a wakeboarding event to take place in June 2012 at Captain Ron's. The Lake Holiday Light Park displays were discussed with several ideas on how to proceed with either donating or selling displays. The Board discussed scheduling a special event 'brainstorming' meeting in February or March, this will be scheduled at the January 2012 TCLA Board meeting. Russell Burdette added that he has enlisted assistance and is moving forward with organizing a Blues Festival at the Lake of the Ozarks.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen provided the Board with a copy of the current media plan the proposed FY13 TCLA budget. The Lake of the Ozarks Area Business District of Morgan County reduced their contribution to the TCLA budget. Their contribution is currently listed as \$45,000.00, this figure was reduced to \$40,000.00. The TCLA Board removed \$5,000.00 from the Special Events Reserve line item, reducing this line item to \$67,600.00, to cover the \$5,000.00 difference. Karen Medders-Bowman made a motion to approve the FY13 TCLA Budget with the changes discussed. Russell Burdette seconded the motion. The motion was approved unanimously when voted upon.

At this time Jim Divincen began a discussion regarding an advertising opportunity presented by Madden Media for a search engine marketing campaign. The proposal presented was based on starting this campaign at the beginning of the FY13 fiscal year. Karen Medders-Bowman made a motion to ask that the Business Districts consider funding this campaign so that it can begin in January 2012 rather than July 2012. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

Employee Performance Review – Karen Medders-Bowman, Chair – Karen Medders-Bowman asked that the Board postpone this discussion for the end of the meeting.

Web Site Committee Report – Bill Johnson, Chair – Eric Homan summarized the web report included in Board packets. Mr. Homan explained the various website reports as well as statistics regarding the mobile applications offered by Lake of the Ozarks.

Local PR Committee – Bill Johnson, Chair – No report was given at this time.

Fishing Tournament Committee – Michael Spriggs, Chair – Michael Spriggs reported that the Fishing Tournament Committee recently met and further discussed a TCLA Fishing Tournament. Mr. Spriggs also discussed that possibility of hosting an FLW Outdoors Open Tournament in October of 2013. FLW had presented information to Director of Sales, Lagina Fitzpatrick, on their requirements to host their tournament at the Lake of the Ozarks. In addition to \$25,000.00, they would need a location to host their weigh-in at the end of the tournament and need lodging for their tournament staff. In exchange, the Lake of the Ozarks would receive coverage in the FLW Magazine, television coverage during the 1-hour long program focusing on this particular tournament with the opportunity for editorial coverage. After further discussion, Karen Medders-Bowman made a motion to approve up to \$25,000.00 out of Special Events Reserve to host the FLW Outdoors Open Tournament in October 2013. Don Welch seconded the motion. The motion passed unanimously when voted upon.

OLD BUSINESS

Inquiry Update – Tim Jacobsen indicated an inquiry report for October 2011 was included in the Board packet for review. Mr. Jacobsen reported that inquiries were down approximately 14.8% from 2010 to 2011.

Upcoming Seminars – Sue Westenhaver announced a Social Media Seminar would take place on December 6, 2011, at the Camdenton Area Chamber offices between 1pm and 3pm. All seminars would be offered to TCLA, CVB and Chamber of Commerce members at no charge. Ms. Westenhaver also mentioned an upcoming seminar scheduled for January 11, 2012, with more details to follow. This seminar will be presented by MSW Interactive.

Legal Update – Jim Divincen reported that at a hearing in November a subsequent hearing date was scheduled in the litigation involving Estate Sales and Property Management. The new hearing date is January 11th, 2012, at 9:00 a.m. at the Camden County Courthouse.

Other Old Business – None at this time.

NEW BUSINESS

Other New Business

Russell Burdette presented a compilation of information he gathered regarding recent conversion studies for everyone to review at their leisure. This information was gathered covering the time frame of Memorial Day to Labor Day.

At 5:15 p.m. Karen Medders-Bowman made a motion for the Board to enter into closed session pursuant to RSMo. Section 610.021(3). Michael Spriggs seconded the motion. The motion passed unanimously.

At 5:40 p.m. Sue Westenhaver made a motion to re-open the meeting. Michael Spriggs seconded the motion. The motion passed unanimously and the meeting was re-opened. The meeting was then back in regular session.

The next TCLA Board meeting will be on January 19, 2012, in Camden County. This meeting will be scheduled for 9:00 a.m.

There being no further business to bring before the Board, Russell Burdette made a motion to adjourn. Karen Medders-Bowman seconded the motion. The motion passed and the meeting was adjourned at 5:45 p.m.