

## TRI-COUNTY LODGING ASSOCIATION

Thursday, October 20, 2011

The Tri-County Lodging Association met at 9:00 a.m. at The Lodge of Four Seasons, Lake Ozark, 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  
Commission Brian Duncan  
Commissioner Jay Fisher

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Maggie Schaffer, Lagina Fitzpatrick, Ron Duggan, Marc Ellinger, Marjorie Beenders, Eric Homan, and Rebecca Green.

### **CALL TO ORDER**

Sue Westenhaver called the meeting to order at 9:06 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees. At this time the Tri-County Lodging Board of Directors presented Ron Duggan with Captain Ron's an appreciation plaque. This plaque was presented in appreciation for Mr. Duggan's hard work and dedication to successfully promote and organize the annual Lake of the Ozarks Shootout, and his continued promotion of tourism at Lake of the Ozarks.

### **APPROVAL OF AGENDA**

John Peters made a motion to approve the agenda as presented. Michael Spriggs seconded the motion. The motion passed unanimously.

### **MINUTES**

Bill Johnson made a motion to approve the September 22, 2011, TCLA Board meeting minutes. John Peters seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Karen Medders-Bowman made a motion to approve Bill #199. Chuck Bowman 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 7.67% through August 2011.

At this time, Fred Dehner made a motion to recess for the Business Districts to conduct their individual meetings. Carl Clark seconded the motion. The motion passed unanimously. At 9:45 a.m. the Lake of the Ozarks Area Business Districts of Camden, Miller, and Morgan Counties conducted their respective meetings.

At 10:10 a.m., Fred Dehner made a motion to reconvene the Tri-County Lodging Board of Directors meeting. Carl Clark seconded the motion. The motion passed unanimously.

## **FUNDING OR OTHER REQUESTS**

A funding request was submitted by Charger Boats for the upcoming Charger Boat Owners' Tournament to be held November 5<sup>th</sup> and 6<sup>th</sup>, 2011. Michael Spriggs shared with the Board that the Fishing Tournament Committee had met to discuss this funding request and recommends funding up to \$3,000.00 to cover the costs of the BBQ dinner to be held for participants on the Saturday evening of the tournament. A discussion ensued regarding the dates of this tournament, and information to be requested from this tournament in order to receive the final funds allocated. Karen Medders-Bowman made a motion to approve funding up to \$3,000.00 for the BBQ dinner to be held during the Charger Boat Owners' Tournament on November 5<sup>th</sup> and 6<sup>th</sup>, 2011, out of FY12 Special Events Reserve. She added that one-half of the funds would be paid in advance and the remaining half would be paid upon receipt of a Post Event Funding Request Form to include zip codes and lodging information from the participants. Michael Spriggs seconded the motion. The motion passed unanimously.

## **LEGISLATIVE REPORT**

Marc Ellinger was present to speak to the Board about an initiative for tax reform in the State of Missouri. This initiative involves eliminating individual income tax and implementing a flat sales tax across the board. Mr. Ellinger is part of the committee promoting this tax reform initiative and referred the Board to an informative website, [www.letvotersdecide.com](http://www.letvotersdecide.com), for more information. Mr. Ellinger fielded many questions from the Board, and welcomed the Board to contact him for any future questions.

## **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 travel and outdoor writer visits as well as a visit from a television production company filming a segment for a women's outdoor program. Ms. Beenders reminded the Board that the annual Legislative Ice Cream Social has been scheduled Wednesday, May 9, 2012.

## **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 Charger Boat Owners' Tournament, Water testing results

and activities, a ‘branding’ committee meeting, the Governor’s Conference on Tourism, and a public meeting held with Lt. Governor Peter Kinder regarding water quality at Lake of the Ozarks.

## **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. Ms. Fitzpatrick spoke about her attendance at a recent sports-related trade show and explained the fees that are often requested with these types of events when booked at a destination. A brief discussion was held about the possibility of adding a part-time position to assist Ms. Fitzpatrick with servicing groups. At 11:17 a.m., Carl Clark made a motion to recess the TCLA Board meeting. Fred Dehner seconded the motion. The motion passed unanimously.

At 11:19 a.m. Carl Clark made a motion for the Board to enter into closed session pursuant to RSMo. Section 610.021(3). Fred Dehner seconded the motion. The motion passed unanimously.

At 11:55 a.m. Carl Clark made a motion to re-open the TCLA Board meeting. Chuck Bowman seconded the motion. The motion passed unanimously and the meeting continued in regular session.

**Special Events-** Karen Medders-Bowman, Chair – Karen Medders-Bowman spoke to the Board about the recent B-25 Fly-In event and thanked Tim and the CVB staff for all their hard work. This event was very well attended and will hopefully return again next year.

Ms. Bowman also thanked the Business Districts for contributing funds to the upcoming “Symphony at the Lake” event.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – No report was given at this time. Jim Divincen asked that a first-round budget meeting be scheduled to begin planning for the FY13 TCLA Budget. He explained for purposes of moving forward with Cooperative Marketing grant application processes that the Board consider approving the same amount of funds for Public Relations for FY13 as was allocated for FY12. Larry Jones made a motion to approve the same amount of Public Relations funding for FY13 as was designated in FY12, in the amount of \$125,120.00. Lance Utley seconded the motion. The motion passed unanimously.

A budget meeting was scheduled for Thursday, October 27, 2011, at 1:00 p.m.

**Employee Performance Review** – Karen Medders-Bowman, Chair – An Employee Performance Review Committee meeting was scheduled for November 16, 2011, at 11:30 a.m.

**Web Site Committee Report** – Bill Johnson, Chair – Eric Homan summarized the web report included in Board packets. Mr. Homan also presented additional statistics for the mobile applications now in place and indicated accessibility to the mobile applications would be complete in the next month. Mr. Homan advised that the Blackberry App was now available, Tim Jacobsen added that the CVB was currently working on publicizing the mobile applications availability.

**Office Exploration Committee** – Bill Johnson, Chair – Bill Johnson explained that the CVB Executive Committee had decided to continue on with office exploration at this time. Mr. Johnson thanked the Committee for their efforts in finding new office space for TCLA and CVB. A brief discussion was held regarding funds previously designated for office space. At this time Mr.

Johnson asked that the “Office Exploration Committee” be removed from the TCLA agenda until further notice.

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson indicated that the recent addition of a column in the Business Journal about tourism to be penned by Jim Divincen is a great addition to local public relations efforts.

**Fishing Tournament Committee** – Michael Spriggs, Chair – Michael Spriggs led a discussion about TCLA hosting a fishing tournament in the future. Jim Divincen will be researching costs and logistics to host a tournament.

**Lodging Tax Committee** – Fred Dehner, Chair – No report was given at this time. Mr. Dehner asked that this Committee be removed from the agenda until further notice.

## **OLD BUSINESS**

**Inquiry Update** – Tim Jacobsen indicated an inquiry report for September 2011 was included in the Board packet for review. Mr. Jacobsen reported that inquiries were down approximately 12,000 from 2010 to 2011.

**Upcoming Seminars** – Sue Westenhaver announced that a Google Map Seminar would take place at Tan-Tar-A Resort on October 25<sup>th</sup>, 2011, between 1pm and 3pm. MSW Interactive would be presenting this seminar. A Facebook 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.

**Legal Update** – Jim Divincen reported that a hearing would take place on November 16, 2011, at 9:00 a.m. with regard to Estate Sales and Property Mgmt. litigation.

**Seminars** - Sue Westenhaver reminded the Board about the upcoming seminar about “Blogging” on November 16<sup>th</sup> at the Inn at Grand Glaize.

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

## **NEW BUSINESS**

**Missouri School Board Fuel Expense** – Fred Dehner explained an additional expense with regard to the recent Missouri School Board Convention held at Tan-Tar-A. He requested that the fuel expense to run shuttles for this group be approved. Bill Johnson made a motion to approve \$651.79 out of the FY12 Group Transportation budget line to cover the additional fuel costs for Missouri School Boards Convention. Michael Spriggs seconded the motion. The motion was approved by a unanimous vote.

**Certification of Recognition** – Jim Divincen explained that the Bagnell Dam Strip Association received the Innovative Award at the recent Governor’s Conference on Tourism, Sue Westenhaver asked that a certificate of appreciation for their efforts be presented at the next TCLA Board meeting.

## **Other New Business**

The next TCLA Board meeting will be on December 1, 2011, in Miller County. This meeting will be scheduled for 2:00 p.m.

There being no further business to bring before the Board, Bill Johnson made a motion to adjourn. Michael Spriggs seconded the motion. The motion passed and the meeting was adjourned at 12:49 p.m.