

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, April 23, 2015

The Tri-County Lodging Association met at 9:00 a.m. at Columbia College, Osage Beach, Missouri.

TCLA Board Members Present:

Fred Dehner  
Alan D'Zurilla  
Sheryl Elia  
Bill Johnson  
Larry Jones  
Mark Krantz  
John Peters  
Sherry Shippee  
Michael Spriggs  
Lance Utley  
Sue Westenhaver

TCLA Board Members Absent:

Non-Voting Advisors Absent:

Commissioner Greg Hasty  
Commissioner Brian Duncan  
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Lagina Fitzpatrick, Alderman John Olivarri, Sheryl Elia, Danny James, Denny Benne, and Greg Sullens.

### **CALL TO ORDER**

Chairman Sue Westenhaver called the meeting to order at 9:01 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

The Board was asked to approve moving Agenda Item 15D to 4A.

Lance Utley made a motion to approve the Agenda with the suggested change. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

### **PUBLIC COMMENTS**

At this time the Board presented a plaque of appreciation to Sheryl Elia with Alhonna Resort for her service on the Tri-County Lodging Association Board of Directors.

### **MINUTES**

Lance Utley made a motion to approve the March 26, 2015, TCLA Board meeting minutes. John Peters seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Larry Jones made a motion to approve Bill #236. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

## **FINANCIAL REPORT**

Jim Divincen reported that lodging tax collections for the month of January 2015, compared to the month of January 2014, were up 22.5%. Year-to-date collections for the seven months of the fiscal year are up 2.19%.

## **FUNDING REQUESTS**

**Aquapalooza** Event organizers Denny Benne and Greg Sullents appeared before the Board to request funds for Aquapalooza to be held July 18, 2015, at Lake of the Ozarks. The funding requested is in the amount of \$3,000.00 (in addition to the \$2,000 currently in the FY16 TCLA Budget for this event) to assist with advertising and promotion of the event.

The Board thanked Mr. Benne and Mr. Sullens for their time and would discuss this request at a later time during this meeting.

**Lake Race** A funding request was submitted in the amount of \$3,000.00 for the 3<sup>rd</sup> Annual Lake Race taking place on June 7<sup>th</sup>, 2015, in Lake Ozark, MO. A brief discussion was held regarding the history of this event and the accommodation

## **LEGISLATIVE REPORT**

Jim Moody reported that his firm had recently merged with another Jefferson City firm, Schrieman, Rackers, Francka & Blunt, L.L.C. Mr. Moody indicated that his former associate, Jay Reichard, would assist again handling the TCLA account when needed.

Mr. Moody reported on the State's revenue and indicated that tax refunds were currently being paid in a timely manner. Mr. Moody also answered questions about school start date legislation and a voter initiative petition for this subject.

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

Jo Duncan with The Beenders-Walker Group shared recent activities with regard to public relations on behalf of The Beenders-Walker Group. Ms. Duncan reported that Deb Hendricks had accepted a position with the State Emergency Management Agency and that Kyle Stewart would handle additional responsibilities to cover this absence. Ms. Duncan spoke to the Board about various upcoming media visits and travel media marketplace activities. Ms. Duncan also updated the Board about the upcoming outdoor media FAM tour at Lake of the Ozarks. Currently seven journalists had been chosen to attend this tour. Ms. Duncan spoke briefly about utilizing guides for this FAM tour and that all would be donating their time.

## **EXECUTIVE VICE-PRESIDENT REPORT**

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about local entities that will be contributing funds to advertising in FY16 which include Camden County, Miller County and the City of Osage Beach. Mr. Divincen provided information about meeting with the Citizens for the

Preservation of the Lake of the Ozarks, members of the Lake of the Ozarks Wedding Association and the success of the Liverpool Legends concerts. Mr. Divincen also spoke about upcoming fishing tournament schedules for the Big Bass Bash and Charger Boat Owners Tournament.

### **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** – Lagina Fitzpatrick gave a brief overview of the Group Sales activities over the past month, and referred the Board to the Group Sales report included in their packets. Ms. Fitzpatrick confirmed that the bid had been sent to the Can Am Games Board for review and she’s hoping we hear something soon.

**Special Events-** Michael Spriggs, Chair – Michael Spriggs requested that a request for a final budget for events be included in the Funding Request Checklist.

**Fishing Tournament Committee** – Sheryl Elia, Chair – Sheryl Elia reported that she, Jim Divincen and Tim Jacobsen had recently met with Bob Bueltmann (Bassin’ Bob) about fishing tournament ideas for the Lake of the Ozarks.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – No report was given at this time.

**Employee Performance Review** – No report was given at this time.

**Web Site Committee Report** – Michael Spriggs, Chair – Eric Homan reported that visits to the Funlake.com website were up 47% year-to-date. Mr. Homan also reported that the online Vacation Guide was now available on the Funlake.com website, and that new inquiries had been received to be added to the JackRabbit listings in the lodging section of the website. Mr. Homan covered information included in reports regarding social media activities and a report was included that outlined activities of other destinations regarding social media.

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson commended staff for the cooperative marketing efforts with the local cities and counties. Mr. Johnson suggested that for next year’s Liverpool Legends concerts possibly featuring a charitable aspect for the community. Mr. Johnson also reported to the Board that the Lake West Chamber of Commerce was spearheading a study to be conducted regarding the Community Toll Bridge. Mr. Johnson made a motion to contribute \$450 out of FY15 General Reserve to the Community Toll Bridge study. Lance Utley seconded the motion. The motion passed with the majority of Board members voting in favor. Larry Jones and Mark Krantz cast their votes in opposition of this funding.

**CVB Update and Report** – Tim Jacobsen spoke to the Board about sport, boat and travel shows recently attended. Mr. Jacobsen also spoke about the CVB Annual Dinner, upcoming CVB Board elections and Harbor Hop. At this time the TCLA Board and attendees complimented the CVB for the recent Annual Dinner & Silent Auction.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Inquiries have increased 45.6% year-to-date.

**CVB Update** – Tim Jacobsen reported that the CVB Board approved changing their by-laws to incorporate a delinquency policy specifically for lodging members that is directly tied to their lodging tax payment status. The changes will go into effect July 1, 2015.

Tim Jacobsen and Jim Divincen then discussed the possibility of CVB and TCLA constructing a new office building. Information was presented about this endeavor and it was agreed that more time would be allotted at the April TCLA Board meeting to discuss in detail this potential project.

**Other Old Business** – Jim Divincen informed the Board that the Collective Marketing Initiative menu had been received from the Missouri Division of Tourism. The TCLA FY16 Budget includes \$26,000.00 for choices to be made from this menu of advertising options. The options are being researched so that appropriate selections can be made.

## **NEW BUSINESS**

**Funding Request Review** – Larry Jones made a motion to approve \$1,000.00 for funding of the Catch A Vet fishing tournament to be held at Lake of the Ozarks on May 16, 2015. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

**Collection Update** – Rebecca Green provided information about recent actions taken against accommodation facilities that are delinquent with their lodging tax payments.

**Wedding Association** – Jim Divincen recently met with members of the Lake of the Ozarks Wedding Association. The Wedding Association is seeking assistance with the promotion of Lake of the Ozarks as a wedding destination. After a brief discussion, Larry Jones made a motion to include messages in the creative artwork about weddings possibly on 2 digital billboards at the Lake of the Ozarks. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

## **Other New Business**

Michael Spriggs suggested that the Agenda be altered for the next TCLA Board meeting. He indicated that Agenda items 9 through 13 be omitted for the April meeting, only, in order to allow time for a CVB/TCLA building discussion.

The next TCLA Board meeting will be held on April 23, 2015.

A motion was made by Bill Johnson to adjourn the TCLA board meeting. Mark Krantz seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 12:00 p.m.