

TRI-COUNTY LODGING ASSOCIATION

Thursday, April 21, 2016

The Tri-County Lodging Association met at 9:00 a.m. at Camdenton Area Chamber of Commerce Offices, Camdenton, Missouri.

TCLA Board Members Present:

Fred Dehner
Larry Jones
Larry McAfee
John Peters
Bob Renken
Sherry Shippee
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Russell Burdette
Bill Johnson
Michael Spriggs

Non-Voting Advisors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Jen West, Eric Homan, Marjorie Beenders, Mark Krantz, Warren Witt, Herb Keck, Mary Kay von Brendel, Mayor John Olivarri, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:05 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Chairman Sue Westenhaver requested that the presentation to Mark Krantz be moved up on the Agenda to Item 8.A. and that Warren Witt's presentation be moved to Item 8. B.

Dexter Whitney made a motion to approve the Agenda with the suggested changes. John Peters seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

Introductions were made of guests attending the meeting.

PUBLIC COMMENTS

None at this time.

MINUTES

Dexter Whitney made a motion to approve the March 24th, 2016, TCLA Board meeting minutes. Larry Jones seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

John Peters made a motion to approve Bill #246. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Lodging tax collections for the first seven (7) months of FY16 are up 3.49%.

PLAQUE OF APPRECIATION

The TCLA Board of Directors presented Mark Krantz with a plaque of appreciation for his years of service on the Board.

AMEREN PRESENTATION

Warren Witt, Director of Hydro Operations for Bagnell Dam, shared information with the Board about flood management and water flow operations for Lake of the Ozarks. Mr. Witt provided background information about history leading up to the current Federal license under which Ameren operates, what they can and cannot do and the other agencies involved in the decision-making process.

FUNDING REQUESTS

A.(1) The City of Laurie Enhancement Committee requested funds in the amount of \$2,000.00 for the Lake of the Ozarks West Side Sign Project. Committee Member Herb Keck appeared before the Board and presented information about the Sign Project being proposed for the Laurie, MO, area that reads: "Lake of the Ozarks – West Side".

A.(2) Ozarks Amphitheater requested funds in the amount of \$10,000.00 to assist with marketing and promotion of their upcoming concert series. General Manager Mary Kay von Brendel appeared before the Board to provide historical information about the venue and information on the current status and concert lineup for 2016.

The Board thanked both entities for their time and information and indicated that they would discuss the requests at a later time during the meeting.

LEGISLATIVE REPORT

Chairman Sue Westenhaver indicated that this Committee was in need of a new Chair with the departure of Mark Krantz from the TCLA Board. After a brief discussion about this position, Larry Jones nominated Dexter Whitney to serve as Chairman of the Legislative Committee. Sherry Shippee seconded the motion. The motion passed unanimously.

Jim Divincen spoke to the Board about various Legislative issues that would affect the Lake of the Ozarks. In particular, House Bill 2704/Senate Bill 1117. Both deal with the collection of taxes on overnight rentals through the various online vacation rental websites. Mr. Divincen was working closely with Jim Moody to provide input on the wording of the Legislation.

Mayor John Olivarri reported that the City of Osage Beach experienced an increase of 4% for the month of April 2016. Mayor Olivarri also mentioned that the Board approved a study to be conducted regarding the west side of Osage Beach and possible improvements that could be made.

Public Relations Report – Marjorie Beenders presented information to the Board regarding recent public relations efforts on behalf of TCLA. Activities included preparing for media visits, media assistance and the creation and distribution of various press releases. During this report there was interest in the TCLA and CVB staff meeting with The Beenders-Walker Group to discuss further public relations efforts with regard to the Lake’s ‘Best Recreational Lake in the Nation’ designation.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about a recent conference call with Steady Rain to discuss Search Engine Optimization (SEO) options and would present information about this later in the meeting. He also participated in a conference call with the recreational fields consulting firm, coordinated a photo and video shoot to take place in June, worked with Brent Frazee, Outdoor Editor for The Kansas City Star, to coordinate a FAM trip to the Lake in late April, and did an impromptu interview with KOLR-10 regarding the proposed television advertising campaign.

Group Sales – Jen West, Group Sales Manager, covered the Group Sales report included in the Board packets.

Special Events Committee – Michael Spriggs, Chair – Rebecca Green mentioned that several states were represented in the recent Bridge & Dam Half Marathon and 10K.

Fishing Tournament Committee – Bob Renken, Chair - Jim Divincen mentioned that the Big Bass Bash was this coming weekend. Bob Renken asked if he could receive a listing of Committee members and possibly schedule a meeting in the near future.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen reminded the Board of the September 14, 2016, Cardinal Radio Network event in St. Louis, he will send an email with details to confirm attendance.

Employee Review Committee – No report was given at this time.

Website Committee Report – Michael Spriggs, Chair – Eric Homan briefly covered website information included in the TCLA Board packets.

Local PR Committee – Bill Johnson, Chair – Sue Westenhaver thanked the Board members who recently attended the Lake of the Ozarks Area Business District of Camden County’s Special Meeting in Osage Beach.

CVB Update and Report – Tim Jacobsen briefly covered information regarding events and ‘happenings’ with the CVB – Restaurant Guide and membership sales, Harbor Hop, Bike

Fest, and announced that Ameren Missouri had come on board as title sponsor for Eagle Days. Mr. Jacobsen mentioned that a meeting had been scheduled for April 25th at 2pm to discuss the results from a recent recreational facilities study conducted on the Lake of the Ozarks. Mr. Jacobsen also added that it appears that a Netflix series will do some filming at the Lake of the Ozarks. Finally, he noted that the Lake of the Ozarks Regional Economic Development Council is conducting a housing study and might possibly be eligible to receive funds to do a comprehensive profile on the Lake of the Ozarks if House Bill 1506 is passed regarding rural economic development.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of March, 2016, are up 29.4% compared to March, 2015.

Other Old Business

None at this time.

NEW BUSINESS

Funding Requests – The Board considered both funding requests presented earlier in the meeting.

Larry McAfee made a motion to approve funding in the amount of \$2,000.00 for the Lake West Side sign project from FY16 TCLA Line Item D-7: Special Events Reserve. Sherry Shippee seconded the motion. The motion passed unanimously.

Fred Dehner made a motion that the Business Districts individually consider funding for the request received from Ozarks Amphitheater. Dexter Whitney seconded the motion. The motion passed unanimously.

Collection Update – Rebecca Green reported that there had been no new information regarding the sale of a Camden Medium property that currently has delinquent tax liens pending. Ms. Green also reported that inquiries were becoming more frequent with new owners/managers requesting documents and information about collecting lodging tax.

SEO Update – Tim Jacobsen, Jim Divincen and Eric Homan reported information received from Steady Rain regarding an SEO campaign for the Funlake.com website. They explained the benefits and costs of a 3-month campaign to test this product. The Board agreed on the recommendation of considering this product in the FY18 TCLA Budget.

Lake TV Advertising – Jim Divincen explained to the Board a recent opportunity to advertise with Lake TV, which will now be seen in the Peoria, Illinois, market. Lake TV has offered ad space for the months of May, June, July, and August of 2016, and May, June of 2017. Mr. Divincen informed the Board that a photo and video shoot has been arranged early in June for this purpose, and that Penguin Productions out of St. Louis has agreed to

edit the footage for around \$600. After a brief discussion of the benefits, Dexter Whitney made a motion to approve funding up to \$3,600.00, to be divided between FY16 TCLA Budget General Reserve (\$1,200.00) and FY17 TCLA Budget General Reserve (\$2,400.00) to cover the Lake TV advertising and Penguin Productions editing services. Fred Dehner seconded the motion. The motion passed unanimously.

AAA Midwest Traveler – Jim Divincen explained an opportunity to purchase a full-page remnant advertisement in AAA Midwest Traveler for \$3,492.00 in the July/August issue. This publication has a circulation of 344,000. The Business Districts will consider this funding from the category reserves.

Officer Elections – Chairman Sue Westenhaver called for a motion to open the floor for nominations for the positions of Chairman, Vice-Chairman, Secretary and Treasurer for the TCLA Board of Directors to serve for one (1) year. Dexter Whitney made a motion to open the floor for nominations for the Executive Committee positions for the TCLA Board of Directors. Bob Renken seconded the motion. The motion passed unanimously. Larry Jones made a motion to nominate Sue Westenhaver to serve as Chairman, Russell Burdette to serve as Vice-Chairman, Larry Jones to serve as Secretary, and Michael Spriggs to serve as Treasurer for the TCLA Board of Directors. Dexter Whitney seconded the motion. The motion passed unanimously.

Other New Business – None at this time.

The next TCLA Board meeting will be held on June 2, 2016 at 9:00 a.m.

A motion was made by Larry McAfee to adjourn the TCLA board meeting. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 12:17 p.m.