

**TRI-COUNTY LODGING ASSOCIATION**

Thursday, April 20, 2017

The Tri-County Lodging Association met at 9:00 a.m. at Central Bank of Lake of the Ozarks, Executive Meeting Room, Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen  
Russell Burdette  
Fred Dehner  
Larry Jones  
Larry McAfee  
John Peters  
Michael Spriggs  
Sue Westenhaver

TCLA Board Members Absent:

Don Neuharth  
Bob Renken  
Sherry Shippee

Non-Voting Advisors Absent:  
Presiding Commissioner Greg Hasty  
Commissioner Brian Duncan  
Presiding Commissioner James Bryant

Also present were Jim Divincen, Lagina Fitzpatrick, Tim Jacobsen, Mayor John Olivarri, Marjorie Beenders, Bruce Vanderveld, Joni Walden, and Rebecca Green.

**CALL TO ORDER**

Chairman Sue Westenhaver called the meeting to order at 9:04 a.m.

**INTRODUCTIONS**

Introductions were made by all meeting attendees.

**APPROVAL OF AGENDA**

Sue Westenhaver requested Agenda Item 15D be added for Election of Officers.

Michael Spriggs made a motion to approve the Agenda with the suggested addition. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

**PUBLIC COMMENTS**

No comments were received at this time.

**MINUTES**

The minutes need to be corrected to reflect Bruce Vanderveld’s attendance.

Michael Spriggs made a motion to approve the March 23, 2017, TCLA Board meeting minutes with the suggested addition. Larry McAfee seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Michael Spriggs made a motion to approve Bill #255. John Peters seconded the motion. The motion passed unanimously when voted upon.

## **FINANCIAL REPORT**

Jim Divincen reported that year-to-date collections for the first eight (8) months of FY17 are up 7.65%. Collections for the month of February, 2017, finished down 2.9%.

## **FUNDING REQUESTS –**

**2<sup>nd</sup> Annual Festival of Speed on Parkway West** – The event coordinators for the Festival of Speed to be held June 1, 2017, are requesting \$3,000.00 to advertise and promote this event. Joni Walden appeared before the Board to further discuss this event.

**Lucas Oil Extreme Dirt Track Series Midwest Nationals** The event coordinator submitted a funding request in the amount of \$1,800.00 to advertise and promote this event taking place in Macks Creek, Missouri, May 26<sup>th</sup> through May 28<sup>th</sup>, 2017.

**Legislative Report** – Russell Burdette, Chair – Various pieces of Legislation were discussed regarding boat docks, swimming near docks and improving dock codes.

Mayor John Olivarri reported that two (2) TIF requests have recently been submitted to the City of Osage Beach, both retail developments. The City would soon be hosting an educational seminar regarding TIF's and this process. Mayor Olivarri mentioned that the City's recent Easter Egg Hunt in the Osage Beach City Park was a huge success with children hunting over 50,000 eggs. Also, the Mayor mentioned the upcoming 'Welcome to Summer' event taking place on June 17, 2017, in the Osage Beach City Park.

**Public Relations Report** – Marjorie Beenders with The Beenders-Walker Group presented information on several public relations activities that have taken place, and are upcoming, on behalf of TCLA. Currently the Lake is hosting Trevor Meers, the Editor of Midwest Living Magazine. Ms. Beenders thanked the Board and those who assist in the hosting of writers and journalists.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about seeking resolutions in appreciation for the event coordinators of the Big Bass Bash, completed and submitted the Matching Marketing Grant application for the Missouri Division of Tourism requesting \$275,000 in funds for advertising and marketing, met with members of the TCLA/CVB Building Committee and viewed eight (8) possible office locations, completed a new Board member orientation with Ken Allen, met with developers researching property for a potential soccer complex, applied a credit to the bills report for Liverpool Legends in the amount of \$9,368.00, and Mr. Divincen will make a presentation to the Missouri Municipal League in September by invitation from Mayor Olivarri.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick announced that fundraising efforts were underway for the Lake of the Ozarks Can-Am Police-Fire Games and Scott Firefighter Combat Challenge. The monthly fundraiser for the Can-Am Police-Fire Games would be held this evening between 5pm and 7pm at Wobbly Boots. Ms. Fitzpatrick also mentioned that the hotel room block opens at Tan-Tar-A Resort on July 1<sup>st</sup> and registration opens on August 1<sup>st</sup> for the Can-Am Games.

**Special Events Committee** – Michael Spriggs, Chair – Michael Spriggs indicated that this Committee would be scheduling a meeting on May 4<sup>th</sup>, 2017, at 9:00 a.m. at Quails Nest Inn & Suites in Osage Beach, Missouri. Added to the Agenda will be the topics of providing proof of insurance for funding requests and confirming Regatta Permits have been obtained for lake events prior to approving funding.

The Board consented to a prepayment for the Civil War Reenactment taking place in June, 2018. Currently the funds for this event were placed in the FY17 TCLA Budget, but the event does not occur until FY18. Total funds that were approved in the FY17 Budget are \$1,850.00.

**Fishing Tournament Committee** – Bob Renken, Chair – Jim Divincen thanked Lagina Fitzpatrick for a summary sent regarding the recent three (3) BASS fishing tournaments at Lake of the Ozarks.

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

**Employee Review Committee** – No report at this time.

**Website Committee Report** – Michael Spriggs, Chair – Tim Jacobsen reported on website statistics in the Web Report included in Board packets. Mr. Jacobsen reported that increased traffic on the website can often be correlated with good weather. Jim Divincen spoke briefly about the SEM campaign and attended a recent meeting with representatives of Madden Media to discuss opportunities to increase the SEM campaigns to produce additional ‘clicks’ to the Funlake.com website.

**Building Committee** – Bob Renken, Chair – A report will be given from this Committee at the May TCLA Board meeting.

**By-Laws Review Committee** This Committee recently met and proposed changes to the TCLA Articles of Incorporation. After a brief discussion, Larry Jones made a motion to request legal counsel to review the TCLA Articles of Incorporation and By-Laws. Fred Dehner seconded the motion. The motion passed unanimously.

**CVB Update and Report** – Tim Jacobsen reported on the recent Annual Dinner and thanked Tan-Tar-A Resort for hosting. Mr. Jacobsen also reported that the sport and travel shows were complete for 2017. Mr. Jacobsen also reported on recent activities of the Lake

of the Ozarks Economic Development Council.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Funlake visits were up 20.6% for March, 2017, as compared with March, 2016. Print inquiries for the first three (3) months of 2017 are ahead by 16.6% of the first three (3) months of 2016.

**Other Old Business** – Funding Requests:

**2<sup>nd</sup> Annual Festival of Speed** – Fred Dehner made a motion to approve \$1,000.00 from the FY17 TCLA Budget, Special Events Reserve line item, for this event to be utilized for advertising and promotion. Larry McAfee seconded the motion. The motion passed unanimously.

**Lucas Oil Extreme Dirt Track Series Midwest Nationals** – Larry Jones made a motion to fund \$1,500.00 out of the FY17 TCLA Budget, Special Events Reserve line item, for this event to be utilized for advertising and promotion. Fred Dehner seconded the motion. The motion passed unanimously.

## **NEW BUSINESS**

**Lake TV** – Jim Divincen briefly discussed advertising on Lake TV in the Peoria and Quincy, Illinois markets. The Board asked that a representative from Lake TV attend the next TCLA Board meeting to discuss this advertising option.

**Election of Officers** - 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. Larry Jones made a motion to open the floor for nominations for the Executive Committee positions for the TCLA Board of Directors. Ken Allen seconded the motion. The motion passed unanimously. Larry McAfee made a motion to close the floor for nominations for the TCLA Executive Committee positions. Michael Spriggs seconded the motion. The motion passed unanimously. Fred Dehner 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. Larry McAfee seconded the motion. The motion passed unanimously.

The next TCLA Board meeting will be held on Thursday, May 18, 2017 at 9:00 a.m.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:14 a.m.