

TRI-COUNTY LODGING ASSOCIATION

Thursday, April 26, 2019

The Tri-County Lodging Association met at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Jim Cleary
Fred Dehner
Mark Krantz
Don Neuharth
Angie Seaton
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Lance Utley

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Presiding Commissioner Tom Wright
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Eric Homan, Bruce Vanderveld, Denny Benne, Greg Sullens, Will Holtz, Mayor John Olivarri, Marjorie Beenders, and Rebecca Rupard.

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

Ken Allen made a motion to approve the Agenda. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Mark Krantz made a motion to approve the March 21, 2019, TCLA Board meeting minutes. Ken Allen seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #275. Michael Spriggs seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections were up 48% for the month of February. YTD collections are slightly ahead of FY18 collections for the corresponding period.

FUNDING REQUESTS

31st Annual Lake of the Ozarks Shootout - This event is taking place August 24th and 25th, 2019. Benne Media is requesting \$10,000.00 for increased television affiliate participation and improved televised quality. Denny Benne and Greg Sullens presented information about their request and answered questions from the Board.

Aquapalooza - This event is taking place July 20, 2019. Benne Media, event coordinator, is requesting \$6,000.00 for additional radio, print, television, and billboard advertising for this event. Mr. Benne and Mr. Sullens provided additional information regarding this event.

Lake Race - This event is taking place May 30th and June 1st, 2019. Will Holtz, owner of The WH Media Group, presented this request for \$15,000.00 for equipment rental and production crew costs for this event. Mr. Holtz made a brief presentation and answered questions from the Board.

LEGISLATIVE REPORT – Russell Burdette, Chair – Jim Divincen announced that he just received information from Jim Moody that the Senate Education Committee had voted and passed the proposed School Start Date Legislation. This bill will now move onto the full Senate for a vote. Also discussed was a recent report by National Tax Day which breaks down Airbnb’s voluntary collection agreements with individual states and localities. The report indicates that these agreements place Airbnb on somewhat of an ‘honor’ system to collect the appropriate taxes and is therefore placing them in an unfair business advantage in the marketplace. The report, shared by the American Hotel & Lodging Association, recommends that state and local government leaders cancel any agreements they currently have in place with Airbnb.

Mayor Olivarri gave a brief update on happenings with the City of Osage Beach, MO. They are currently holding public meetings regarding medical marijuana dispensaries, have reviewed their fireworks ordinances and recently held a very successful Easter Egg Hunt for the community.

Executive Director Report – Jim Divincen reported on several items occurring over the past month. Included was the resolution to liens in place on a delinquent property, creating an itinerary for the television show for Missouri Life, attending a CVB budget meeting, preparing and attending a ‘New Board Member Orientation’ meeting for Angie Seaton with Big Country B&B representing the 1-50 units category in Morgan County, providing photos to Outdoor Guide Magazine for selection of a cover photo, sending emails to Senators regarding ‘school start date’ legislation, and attending a meeting with the new chairman of the Fishing Committee, Marcus Sykora. Mr. Divincen also mentioned that he had sent an email of appreciation to Ward Franz, Executive Director of the Missouri Division of Tourism, and an ad agency representative to thank them for the great television commercials featuring the Lake of the Ozarks. Finally, Mr. Divincen stated that the Destination Soccer Tournament Fields Advisory Board would be meeting on this date to discuss RFP’s submitted for this project.

Internal Public Relations Report – Rebecca Rupard reported that over the course of the past month she had attended the CVB Annual Dinner, VIP Landshark event, Taste of the Lake event, Lake West Chamber Annual Dinner, and volunteered at the Bagnell Dam Bridge & Half Marathon. Ms. Rupard reported that she had assisted two (2) property managers with the process of collecting lodging tax through Airbnb. Ms. Rupard also prepared and recorded liens releasing a delinquent property following the receipt of funds.

PR Report - Marjorie Beenders with The Beenders-Walker Group reported on several public relations activities on behalf of TCLA. She indicated that many of the media inquiries they receive stem directly from the Netflix series “Ozark”, so they create visits to the Lake around filming locations and landmarks relating to the series. Ms. Beenders reported that articles regarding the Lake have recently appeared in AAA Midwest Magazine, Southern Traveler, Midwest Living’s Best of the Midwest, and Show Me Missouri Magazine. Ms. Beenders reported on several journalists with upcoming trips planned to the Lake and discussed media opportunities for the release of journalist Bill Geist’s new book: “Lake of the Ozarks: My Surreal Summers in a Vanishing America”.

Group Sales – Lagina Fitzpatrick, Director of Sales was unable to attend the meeting due to a conflict involving a client meeting. The Group Sales report was included in Board packets for review.

Special Events Committee – Russell Burdette, Chair –No report was given at this time.

Fishing Tournament Committee – Marcus Sykora, Chair – No report was given at this time.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Jim Divincen distributed an updated advertising plan from Madden Media which reduced content marketing and included an influencer campaign. Sue Westenhaver made a motion to accept the updated Madden Media advertising proposal for FY2020. Don Neuharth seconded the motion. The motion passed unanimously.

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

Website Committee Report – Lance Utley, Chair – Eric Homan gave a brief website statistic report and referred the Board to the Web Reports in the Board packets.

CVB Update and Report – Tim Jacobsen reported that the CVB staff was currently finalizing the 2019 Restaurant Guide, in addition to selling memberships and advertising. Mr. Jacobsen also reported on the recent CVB Annual Dinner, and an upcoming meeting of the Destination Tournament Soccer Complex Advisory Committee.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of March 2019 were up 11.3% compared to March 2018. Year to date for the first three months, Funlake.com visits are up 9.1%.

Electronics Policy – Ken Allen asked that this policy be discussed at the next TCLA Board meeting.

Other Old Business

NEW BUSINESS

Funding Requests:

Aquapalooza: Michael Spriggs made a motion to move this funding request to the Business Districts. Russell Burdette seconded the motion. The motion passed unanimously.

LOTO Shootout: Sue Westenhaver made a motion to approve \$10,000.00 out of FY20 General Reserve for the Lake of the Ozarks Shootout as a marketing partnership/media buy with Benne Media. Russell Burdette seconded the motion. When voted upon, Ken Allen opposed this motion. The motion passed with the majority voting in favor.

Lake Race: Ken Allen made a motion to approve \$5,000.00 for production costs associated with Lake Race through The WH Media Group out of FY19 TCLA Budget - General Reserve. Michael Spriggs seconded the motion. The motion passed unanimously.

Zip Code Mailing of Vacation Guides: Jim Divincen explained to the Board an opportunity to do a Vacation Guide Mailing to selected zip codes in the Chicago area. The areas targeted would be Naperville, Hinsdale, and Oak Brook, Illinois. The cost would be \$2,911.00. Sue Westenhaver made a motion to approve funding in the amount of \$2,911.00 to do a targeted Vacation Guide mailing out of the FY19 TCLA Budget – General Reserve. Russell Burdette seconded the motion. The motion passed unanimously.

TCLA Officer Elections: Chairman Sue Westenhaver opened the floor for nominations for the position of Chairman of the TCLA Board to serve until April of 2020. Russell Burdette nominated Sue Westenhaver. No other nominations were submitted.

Chairman Westenhaver opened the floor for nominations for the position of Vice-Chairman. Michael Spriggs nominated Russell Burdette for this position. No other nominations were submitted.

Chairman Westenhaver opened the floor for nominations for the position of Treasurer. Russell Burdette nominated Michael Spriggs for this position. No other nominations were submitted.

Chairman Westenhaver opened the floor for nominations for the position of Secretary. Russell Burdette nominated Lance Utley for this position. No other nominations were submitted.

At this time Chairman Sue Westenhaver called for a vote to approve the nominees for the TCLA Officers to serve until April 2020. All Board members voted in favor to approve the nominees as presented.

Other New Business –

The next TCLA Board & Business District Advisory Board meetings are scheduled for Thursday, May 16, 2019.

There being no further business to come before the Board, Don Neuharth made a motion to adjourn the TCLA board meeting. Fred Dehner seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:44 p.m.