

TRI-COUNTY LODGING ASSOCIATION

Thursday, August 22, 2013

The Tri-County Lodging Association met at 9:00 a.m. at The Lodge of Four Seasons, Lake Ozark Missouri.

TCLA Board Members Present:

Dean Chininis
Fred Dehner
Sheryl Elia
Bill Johnson
Larry Jones
Mark Krantz
John Peters
Sherry Shippee
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Commissioner Kris Franken
Commissioner Brian Duncan
Don Welch

Also present were Jim Divincen, Tim Jacobsen, Nicole McGinnis, Bruce Vanderveld, Dexter Whitney, Osage Beach Alderman John Olivarri, and Rebecca Green.

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

Sheryl Elia made a motion to approve the Agenda as presented. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

No comments were received at this time.

MINUTES

Larry Jones made a motion to approve the July 25, 2013, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Lance Utley made a motion to approve Bill #219. Larry Jones seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections were up .70% for FY13 compared to FY12. A brief discussion was held regarding factors that affect lodging tax collections including early school start dates.

FUNDING OR OTHER REQUESTS

There were no funding requests presented at this time.

LEGISLATIVE REPORT

Jim Moody provided information to the TCLA Board regarding vetoed House Bill #253. Mr. Moody explained the ramifications if the veto is overridden.

P. R. FIRM UPDATE

A Public Relations report prepared by The Beenders-Walker Group was provided for the Board's review. Rebecca Green noted that The Beenders-Walker Group had arranged for two (2) writers to be hosted at the Lake of the Ozarks during the Lake of the Ozarks Shootout. Also during this time 4th Quarter FY13 reimbursements were being prepared as well as media visit trip planning.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about sending letters of appreciation to area Legislators for their assistance with passing new beach closing notifications for water quality testing procedures. Mr. Divincen also spoke about coordinating an upcoming photo shoot for Boating Magazine, and thanked several people for their assistance with recent outdoor stories that appeared in The Kansas City Star. Mr. Divincen covered information regarding an upcoming site visit for the Can-Am Games, and thanked Lagina Fitzpatrick for all of her hard work on preparing for this visit. Mr. Divincen notified the July Guest Survey winner and assisted with arrangements for the winner's visit and also spoke with Associated Press reporter Chris Bank regarding water quality issues. Bill Johnson requested that additional letters of appreciation be sent to Senators Mike Kehoe and Wanda Brown for their assistance with changing beach closing procedures.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Jim Divincen informed the Board that Lagina Fitzpatrick was attending Connect Marketplace in Wisconsin and was unable to attend this meeting. Nicole McGinnis spoke briefly about her activities over the past month including property visits and the creation of a sports-marketing piece.

Special Events- Michael Spriggs, Chair – Michael Spriggs briefly mentioned that he attended the 'meet and greet' for the Lake of the Ozarks Shootout at the Laurie Fairgrounds earlier in the week.

Fishing Tournament Committee – Sheryl Elia, Chair –No report was given at this time.

Advertising/Budget/Public Relations – Fred Dehner, Co-Chair, Dean Chininis, Co-Chair – Jim Divincen reported that he and Bruce Vanderveld had met to discuss the fiscal year-end report for FY13. A final report would be available in the near future.

Employee Performance Review – Sue Westenhaver scheduled a meeting for this committee on August 28, 2013, beginning at 12:30pm or 1:00 pm.

Web Site Committee Report – Bill Johnson, Chair – Tim Jacobsen spoke about purchasing keywords in the SEM program to direct people to lodging information on www.funlake.com. As a result clicks on the website to lodging facilities were up 19.3%. Bill Johnson suggested looking into words that could be utilized for off-season activities and Sue Westenhaver would hope we could find ways to educate the lodging community about the importance and benefit of this program.

Local PR Committee – Bill Johnson, Chair – No report was given at this time.

CVB Update and Report – Tim Jacobsen reported that the CVB was in the process of planning 2014 sport and travel shows and also mentioned an upcoming event at Shawnee Bluff Vineyard – the Oak Ridge Boys will be in concert on October 12, 2013 at this venue.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Print inquiries were down 23.4%.

Annual Audit – Jim Divincen explained to the Board that the bid received and approved for audit services at last month's meeting did not include audit services for the three (3) business districts. As a result, the company that was approved would need to increase their bid amount to cover the additional audits. With this increase, their bid would no longer be lowest. The Board briefly discussed a second bid received, which would now be the lower bid and Sue Westenhaver made a motion to rescind the previous approval of the audit bid received from Daniel Jones & Associates and to approve the bid received from Sid Dulle, CPA, for audit services in the amount of \$9,300, which includes \$1,700 to cover field work needed for the audits. Mark Krantz seconded the motion. The motion passed unanimously when voted upon.

Other Old Business – Larry Jones expressed he would like to see that office relocation efforts continue.

NEW BUSINESS

Combine July/August TCLA Board meetings – Michael Spriggs suggested the Board combine the July and August TCLA Board meetings in the future. The thought process is that July is a busy month for business owners/managers to attend meetings and conduct business. Dean Chininis made a motion to combine future July/August TCLA Board

meetings and designated the 3rd week of August for future meetings. John Peters seconded the motion. The motion passed unanimously when voted upon.

Proposed Changes to Cooperative Marketing Program for FY15 – Jim Divincen spoke to the Board about a recent meeting with Division of Tourism representatives about upcoming changes in the FY15 Cooperative Marketing Program. Mr. Divincen indicated that the good news with the program is that SEM will be included beginning in FY15. The challenge of the proposed changes would be the County Tourism Level assigned to Lake of the Ozarks. The Lake of the Ozarks had been designated a Level 5, which would make the Lake eligible to request up to \$170,000 in marketing funds. However, during this meeting it was discovered that some of the criteria utilized in this Level 5 designation was inaccurate, including the number of lodging units available. Mr. Divincen explained that units were only counted if they were listed with the Department of Health & Senior Services, which excludes a large amount of accommodations available for overnight rental at the Lake of the Ozarks, and other destination, including condo/home rentals and campgrounds. Through this discussion, Bill Johnson made a motion to be pro-active and contact our local Legislators to seek their assistance with this program and County Tourism Level designation change. This motion died due to a lack of a second. Through further discussion, the Board agreed that Jim Divincen, along with Jim Moody, should arrange for a meeting with the Director of the Division of Tourism to discuss this matter before a final decision was made.

Request for Tax Committee Meeting - Michael Spriggs requested that a meeting take place to discuss the possibility of pursuing a general sales tax in the Lake of the Ozarks area. It was suggested that both the TCLA Board and CVB Board be invited to a meeting to discuss this proposal. The date of Monday, September 23, 2013, at 1pm was suggested. A meeting location will be arranged and provided at a later time.

Other New Business – Alderman John Olivarri mentioned that he had reviewed lodging tax collection reports and compared with sales tax collections with the City of Osage Beach to find that they both have a similar pattern. Alderman Olivarri mentioned he had recently viewed a very positive Lake of the Ozarks story on KY3, and also mentioned that there may be some concerns about two (2) outlet malls opening in the St. Louis area and the effect they may have on Osage Beach Premium Outlets.

The next TCLA Board meeting will be held on September 26, 2013, in Miller County.

There being no further business to bring before the Board, Bill Johnson made a motion to adjourn. Lance Utley seconded the motion. The motion passed and the meeting was adjourned at 11:32 a.m.