

TRI-COUNTY LODGING ASSOCIATION

Thursday, August 20, 2015

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

TCLA Board Members Present:

Alan D’Zurilla
Bill Johnson
Larry Jones
Mark Krantz
John Peters
Bob Renken
Sherry Shippee
Michael Spriggs
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Fred Dehner

Non-Voting Advisors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Jim Moody, Chris Moody, Lance Utley, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:03 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Jim Divincen requested that the item 15D-“Board Member Recognition” be moved to Agenda Item 6A. Also requested was the addition of 8 (A2) to include the “Fishing Pros of the Ozarks Birdies & Bass Tournament”.

Michael Spriggs made a motion to approve the Agenda with the requested changes/additions. John Peters seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

No comments were given at this time.

MINUTES

Dexter Whitney made a motion to approve the June 25, 2015, TCLA Board meeting minutes. Larry Jones seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #239. John Peters seconded the motion. The motion passed unanimously when voted upon.

BOARD MEMBER RECOGNITION At this time the Board took a moment to recognize and present a plaque of appreciation to Lance Utley for his years of service on the TCLA Board.

FINANCIAL REPORT

Jim Divincen reported year-to-date collections are up .09%. The Board briefly discussed the number of units currently available and fluctuations in room rates with regard to lodging tax collections. Delinquent properties were also a factor discussed at this time.

FUNDING REQUESTS – USA Bassin’ National Team Trail Regional event organizers submitted a funding request in the amount of \$2000.00 to assist with tournament expenses during their event on September 12-13, 2015. This is a first-time tournament to the Lake of the Ozarks, with potential to return. The Board will discuss further during the “Funding Request Review” portion of the meeting.

A second funding request was presented for the Fishing Pros of the Ozarks Birdies & Bass Tournament for their event on October 30-31, 2015. The funds requested were amended to the amount of \$1,350.00. The funds requested would be utilized to promote the event and supply trophies. This request will also be discussed further during the “Funding Request Review” portion of the meeting.

LEGISLATIVE REPORT

Jim Moody discussed several topics with the Board including the resignation of President Pro-Tem Tom Dempsey, the upcoming 2016 Missouri Governor election, bills signed that will go into effect on August 28, 2015, and the assessment of vacation rental property as commercial property.

P.R. Firm Update – A PR report was distributed to the Board and attendees outlining PR activities that occurred during the month of July 2015.

Jim Divincen mentioned to the Board that a recent visit from the Outdoor Editor of The Kansas City Star, Brent Frazee, has resulted in several stories about the Lake of the Ozarks in recent editions.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that a national shooting event was considering the Lake of the Ozarks as a host for a future event which would bring hundreds, if not thousands, of visitors to the area. He will keep the Board informed as details become available. Mr. Divincen spoke to the Board about utilizing the Lake’s recent designation as the “Best Recreational Lake in the Nation” for advertising and public relations efforts. He stated that a meeting was scheduled for the following day with

the TCLA Public Relations firm to talk about ways to utilize this information for greater exposure for the Lake of the Ozarks. Mr. Divincen also asked the Board if they were interested in purchasing the logo of the entity that conducted the survey for the 'Best Recreational Lake in the Nation'. After a brief discussion, Alan D'Zurilla made a motion to decline the logo purchase offer from USA Today/10 Best. Dexter Whitney seconded the motion. The motion passed unanimously.

Group Sales – Jim Divincen informed the Board that the Group Sales Report was included in their packets. Ms. Fitzpatrick was attending the Missouri Travel Council's State Fair event and could not be present for this meeting.

Special Events Committee – Michael Spriggs, Chair – Jim Divincen reported that due to other activities and staffing changes, TCLA would need to explore other options for ticket sales for the 2016 Liverpool Legends concerts. Online ticketing companies were being researched and further information will be presented at the next TCLA Board meeting.

Fishing Tournament Committee – No report was given at this time.

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

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

Website Committee Report – Michael Spriggs, Chair – Eric Homan reported on website statistics included in the web report in Board packets. Mr. Homan added that an Android App would soon be created for the Funlake.com website, and that efforts were being made to update and include more lodging properties who utilize the JackRabbit booking system on Funlake.com.

Local PR Committee – Bill Johnson, Chair – Bill Johnson commended all the good press recently received for the "Best Recreational Lake in the Nation" designation. Also discussed was an upcoming meeting with the new publisher for Lake Media.

CVB Update and Report – Tim Jacobsen spoke to the Board about activities currently happening with the CVB and staff. Mr. Jacobsen informed the Board that currently the latest feasibility study for sporting event facilities would take place October 28-30, 2015. Mr. Jacobsen indicated that the CVB was currently working on ad and product sales for the 2016 Vacation Guide and preparing for the LOTO Air Show, Bike Fest and Harbor Hop events. Mr. Jacobsen also mentioned that the "Family Travel with Colleen Kelly" show was getting airtime for more exposure for the Lake of the Ozarks.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of June 2015 are up 61.6% compared to June 2014.

CVB Office Building Architectural RFP Bid Status – Jim Divincen reported that an initial estimate on constructing a building from the preliminary drawings indicated that the cost would be in the \$600K range. Part of this discussion included how much the Business Districts would be willing to fund this project, if contributions might be a feasible avenue to offset costs – in exchange for spatial needs being evaluated by a professional to determine best use of the space. A poll was taken and all Board members were in favor of pursuing this project at this time. A Building Committee meeting was scheduled for August 28, 2015, at 8:00 a.m. to discuss further.

Other Old Business – None at this time.

NEW BUSINESS

Funding Request Review –

USA Bassin’ National Team Trail Regional – Michael Spriggs made a motion to approve the USA Bassin’ National Team Trail Regional’s funding request in the amount of \$2,000.00. John Peters seconded the motion. The motion failed with all votes being cast in the negative.

Fishing Pros of the Ozarks Birdies & Bass Tournament – Bill Johnson made a motion to approve the Fishing Pros of the Ozarks Birdies and Bass Tournament funding request in the amount of \$1,350.00 to assist with costs associated with creating and sending a press release through The Beenders-Walker Group and the cost of trophies for this event. Sherry Shippee seconded the motion. The motion passed unanimously.

Collection Update – Rebecca Green reported that recently several accommodation facilities had remedied their lodging tax payment delinquencies.

Other New Business

Jim Divincen informed the Board that the Missouri Division of Tourism recently increased their matching funds available for SEM to \$1800. Bill Johnson made a motion to increase the FY16 TCLA Budget Line Item M-2 in the amount of \$3,600 for this program. Michael Spriggs seconded the motion. The motion passed unanimously.

Jim Divincen also presented information received from the Missouri Hotel & Lodging Association regarding a minimum wage proposal in Kansas City, Missouri.

The next TCLA Board meeting will be held on September 24, 2015.

A motion was made by Bill Johnson to adjourn the TCLA board meeting. Dexter Whitney seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 12:11 p.m.