

TRI-COUNTY LODGING ASSOCIATION

Thursday, August 11, 2016

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

TCLA Board Members Present:

Russell Burdette
Fred Dehner
Bill Johnson
Larry Jones
Larry McAfee
Sherry Shippee
Michael Spriggs
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

John Peters
Bob Renken

Non-Voting Advisors Present:
Presiding Commissioner Greg Hasty

Non-Voting Advisors Absent:
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Marjorie Beenders, Jen West, Joe Roeger, Jim Moody, Mayor John Olivarri, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Chairman Sue Westenhaver requested that Agenda Item 16.A Collections, be moved up to 8.A. on the Agenda.

Dexter Whitney made a motion to approve the Agenda with the suggested change. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

Introductions were made of guests attending the meeting.

PUBLIC COMMENTS

Joe Roeger appeared before the Board on behalf of the Lake Area Chamber of Commerce to request funds in the amount of \$1,000.00 to cover maintenance costs for the 'Welcome Garden' located at the intersection of Business Hwy. 54 and Osage Beach Parkway. Funds would also be utilized for light replacement costs (wall washers) for the large "Lake of the Ozarks" sign located near that same intersection.

MINUTES

Bill Johnson made a motion to approve the June 2nd, 2016, TCLA Board meeting minutes. Dexter Whitney seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Dexter Whitney made a motion to approve Bill #248. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that FY16 was the best lodging tax collection year at the Lake since FY07. YTD for FY16 collections were up 4.66% compared to FY15.

COLLECTIONS (8.A) Rebecca Green informed the Board of a current collection situation with a Camden Medium property. This involved a property currently delinquent with liens in place, and a new owner seeking to resolve the lien issue. Attorney Marc Ellinger has been contacted to communicate with the new owner to facilitate a resolution.

Also discussed at this time was communications with a local business who rents out 2 houses and a cabin and does not collect nor remit lodging tax. This led to a discussion regarding vacation rental homes, representation on the Board and possible remedies. Jim Moody joined the conversation adding that legislatively there could be language introduced that addresses this topic. The Board asked that Jim Divincen and Sue Westenhaver contact and meet with the business owner in question regarding the collection of lodging tax and benefits received when in compliance.

FUNDING REQUESTS – None at this time.

LEGISLATIVE REPORT – Dexter Whitney, Chairman

Jim Moody reported on the most recent primary election and general election coming up in November. Mr. Moody also discussed upcoming proposed Legislation that will address campaign finance, tobacco tax increases, services tax and transfer tax on real estate transaction. Mr. Moody spoke briefly about the State budget withholdings by Governor Nixon. In addition, Mr. Moody recently met with Representative Diane Franklin and a staffer from Representative Mike Kehoe's office regarding online sites offering overnight rentals. Representative Franklin will soon be forming a committee to discuss this topic.

Mayor Olivarri informed the Board that a study had been commissioned for the west side of Osage Beach Parkway. He added that sales taxes for the City were up 2% over last year at this time.

Public Relations Report – Marjorie Beenders presented information to the Board regarding recent public relations efforts on behalf of TCLA. Ms. Beenders spoke about the opportunity to host the Association of Great Lakes Outdoor Writers this spring for a 'Cast & Blast' trip. Attendees would be hand-picked and vetted, and The Beenders-Walker Group would coordinate the trip if approved. Ms. Beenders will gather more information to pass along to the Board in the next few weeks.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past several months. Mr. Divincen created script and went on-air live during the July 7th St. Louis Cardinals game, worked with Mary Kay von Brendel on a media plan for Ozarks Amphitheater shows, attended a Camdenton Area Chamber Tourism Committee meeting and subsequently scheduled a presentation on TCLA’s advertising efforts for all area Chamber Boards, Mayors and Municipal Boards, and local Legislators on July 14th – that was very well received. Mr. Divincen has also been assisting with an advertising campaign for the 50th anniversary of Lake Ozark, and attended a recent Fishing Tournament Committee meeting. In addition, Mr. Divincen most recently worked with the Outdoor Guys Radio Network who conducted live interviews of Bob Renken with Old Kinderhook, Ed Franko – Fishing Guide, and Randall Crawford, President of Missouri Trapshooter’s Association in Linn Creek, MO.

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

Special Events Committee – Michael Spriggs, Chair – No report at this time.

Fishing Tournament Committee – Bob Renken, Chair – No report at this time

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

Employee Review Committee – Sue Westenhaver indicated that this Committee would be meeting in the next two (2) weeks.

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen briefly covered website information included in the TCLA Board packets for June and July.

Local PR Committee – Bill Johnson, Chair – Bill Johnson complimented the most recent TCLA article in The Lake Today. He expressed his appreciation to the local Cities working with TCLA on projects. Tim Jacobsen informed the Board that the articles will continue to be published in the Lake Sun Leader that were once published in The Lake Today, who is no longer in business.

CVB Update and Report – Tim Jacobsen briefly covered information regarding events and ‘happenings’ with the CVB. Mr. Jacobsen also mentioned that he was working closely with the “Ozarks” film project and an upcoming shoot would be taking place at the end of August.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. YTD Funlake visits were up 16.8% compared to 2015. Tim Jacobsen reported that he felt the CVB was doing a better job at getting Vacation Guides into the hands of visitors.

Other Old Business

At this time the Board discussed the request by Joe Roeger, Lake Area Chamber of Commerce, for funds to assist with maintenance and light replacement for the Welcome Garden and 'Lake of the Ozarks' sign in Lake Ozark. A motion was made by Dexter Whitney to approve \$1,000.00 out of TCLA FY17 Budget, Special Events Reserve for this project. Larry McAfee seconded the motion. When voted upon, Michael Spriggs, Dexter Whitney, Sherry Shippee and Larry McAfee voted in favor of this motion. Russell Burdette, Larry Jones and Bill Johnson voted in opposition of this expenditure. With majority voting in favor, \$1,000.00 was approved to be funded for the Welcome Garden and 'Lake of the Ozarks' sign project.

NEW BUSINESS

Other New Business – Jim Divincen indicated he has been discussing a new group sales advertising option with Madden Media and hoped to have more information in the near future.

Jim Divincen mentioned that the City of Osage Beach Police Department was putting together a calendar to raise funds for Special Police Projects and TCLA had been asked to purchase an ad for this calendar. This opportunity would be presented to the Business Districts.

The next TCLA Board meeting will be held on September 22, 2016 at 9:00 a.m.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:54 a.m.