

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, August 23, 2018

The Tri-County Lodging Association met at 9:00 a.m. at 985 KK Drive in Osage Beach, Missouri.

### **TCLA Board Members Present:**

Russell Burdette  
Jim Cleary  
Mark Krantz  
Don Neuharth  
Bob Renken  
Michael Spriggs  
Sue Westenhaver

### **TCLA Board Members Absent:**

Ken Allen  
Fred Dehner  
Sherry Shippee

### **Non-Voting Advisors Absent:**

Presiding Commissioner Greg Hasty  
Presiding Commissioner Tom Wright  
Presiding Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Eric Homan, Jim Moody, Marjorie Beenders, Bruce Vanderveld, Ward Franz, John Farrell, Rick Fuller, Mayor John Olivarri, and Rebecca Rupard.

### **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**

Sue Westenhaver requested that item 7A be added to the Agenda for Missouri Division of Tourism Executive Director Ward Franz to speak to the Board.

Michael Spriggs made a motion to approve the agenda with the suggested change. Jim Cleary seconded the motion. The motion passed unanimously.

### **PUBLIC COMMENTS**

None were made at this time.

### **MINUTES**

Don Neuharth made a motion to approve the June 21, 2018, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Russell Burdette made a motion to approve Bill #268. Don Neuharth seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

Jim Divincen reported on lodging tax collections. May 2018 lodging tax collections were down 3.2% compared to May 2017. June 2018 lodging tax collections were ahead 20.3% compared to June 2017. Lodging tax collections for Fiscal Year 2018 were up 4.58% compared to Fiscal Year 2017. Fiscal Year 2018 was the best year for lodging tax collection in the past eighteen (18) years.

## **MISSOURI DIVISION OF TOURISM EXECUTIVE DIRECTOR**

Ward Franz, the Missouri Division of Tourism Executive Director, briefly spoke to the TCLA Board about his position with the Division of Tourism and upcoming plans. Mr. Franz has been busy with the staff and indicated that he will be spending a good deal of time with Legislators during the upcoming Legislative Session. Mr. Franz understands the issues facing the tourism industry and hopes to learn more and assist in addressing those issues. The Board thanked Mr. Franz for his time and welcomed him to attend any future meetings as his schedule would allow.

## **FUNDING REQUESTS**

**MTA Missouri Fall Handicap** John Farrell and Rick Fuller presented information about the upcoming MTA Missouri Fall Handicap trapshooting event taking place on September 22-30, 2018. The event is requesting \$2,950.00 to assist with program printing costs and advertising. The gentlemen reported on previous events and plans. The Board thanked the presenters for their time and explained that the request will be discussed later in the meeting.

**Fall Follies Wine Walk & Run** This event taking place on Saturday, November 3<sup>rd</sup>, 2018, at Seven Springs Winery. The request is for \$1,000.00 for a sponsored Facebook post to promote this event. The Board briefly discussed and will address this request later in the meeting.

**Legislative Report** – Russell Burdette, Chair – Jim Moody reported that it is expected that Legislation will again be filed regarding short-term rentals. New bills cannot be filed until November and he will keep the Board advised. Mr. Moody indicated that the State's revenue report is in the negative. And added that July withholdings were down, but Missouri is currently experiencing the lowest unemployment in its history. Also discussed during this report was the information available on sales and use tax through the Missouri Department of Revenue. Currently the information provided is not accurate and the hope is that this will be remedied soon for comparison purposes. A brief discussion addressing school start dates also occurred at this time.

Mayor John Olivarri reported that the Osage Beach Commons development was currently working toward signing an 'anchor store' and plans on beginning construction in the first quarter of 2019. Mayor Olivarri also reported on several infrastructure projects in the City of Osage Beach. The City hosted a recent 'National Night Out' where several emergency agencies participated and hosted the public at the City park. The City's Fall Festival is coming up in October, and a survey will soon be available to residents to complete about their ideas and hopes for the City.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen announced that a new sign will soon be constructed for the new TCLA/CVB offices. Mr. Divincen thanked Lagina Fitzpatrick, Jen West, Rebecca Rupard and Board member volunteers for their work and time invested in the 2018 Can-Am Police Fire Games, he added a full report on the event was included in the Board packets in the Group Sales section. Mr. Divincen recently met with Alan Sullivan regarding reigniting the Crossover Christian Music Festival event. He also met with management at Hy-Vee to discuss moving the Big Bass Bash weigh-in to the Hy-Vee/Target parking lot. Mr. Divincen made a presentation to Congressman Blaine Luetkemeyer’s staff outing at the Lake. Also, recently, Mr. Divincen did an on-air interview during a St. Louis Cardinals radio broadcast and an interview on the ESPN Radio Outdoor Guys Show. Mr. Divincen explained that an opportunity to participate in a Trip Advisor program has been presented and funding options discussed. The option explored was to move funds from the SEM portion of the FY19 advertising plan to help fund this program, and Madden Media agreed to allow the shift of funds from their SEM contract.

Finally, Mr. Divincen reported that advertising partnership funds had been received from Miller County and Camden County. He also added that a first draft of the FY20 TCLA budget had been prepared for the Budget Committee to discuss later in the year.

**Public Relations** Marjorie Beenders with The Beenders-Walker Group presented information to the Board on public relations activities over the past few months and upcoming plans for their efforts. Ms. Beenders shared that their ‘clipping service’ provided information on television, newspaper, radio and online stories regarding the Netflix ‘Ozark’ series. Through April 2018 there were 3,558 stories covering this series and giving exposure to the Lake of the Ozarks. Season 2 of this series is being released on August 31<sup>st</sup> which will generate even more exposure.

**Group Sales** – Jim Divincen referred the Board to the Group Sales report in the packet, Lagina Fitzpatrick was unable to attend the meeting as she is attending Connect Marketplace tradeshow in Salt Lake City, Utah.

**Special Events Committee** – Russell Burdette, Chair – Russell Burdette suggested this committee set a meeting date following the summer season to discuss new events for the Lake and the funding parameters for current events.

**Fishing Tournament Committee** – Bob Renken, Chair – Bob Renken spoke briefly about upcoming tournaments and addressed boat parking concerns at Public Beach 2. The Board asked Jim Divincen to contact the Missouri State Parks representative about additional docks or boat parking opportunities on the beach in the off-season to accommodate larger tournaments.

Also mentioned at this time was the idea to create a press release providing information regarding the impact of fishing tournaments on the Lake of the Ozarks economy. Statistics could be obtained and possibly dollar amounts to help the community understand the importance of this thriving sport for many anglers.

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair – Michael Spriggs asked the Board to address the opportunity to participate in a Trip Advisor advertising program, with one of the funding options including the elimination of the JackRabbit booking program utilized on Funlake.com for lodging facilities. After discussing the details of this program, Jim Cleary made a motion to authorize Jim Divincen to reallocate FY19 monies by decreasing SEM funds and eliminating JackRabbit services to participate in the Trip Advisor advertising program. Russell Burdette seconded the motion. The motion passed unanimously.

**Employee Review Committee** – Sue Westenhaver indicated this Committee would soon hold a meeting. She provided a review sheet to Board members and asked for it to be completed prior to the end of the Board meeting for consideration at an upcoming meeting.

**Website Committee Report** – Sherry Shippee, Chair – Eric Homan briefly covered website information and current numbers. Mr. Homan indicated that July visits to Funlake.com increased for the first time in twelve (12) months.

**Building Committee** – Bob Renken, Chair – No report was given at this time.

**CVB Update and Report** – Tim Jacobsen reported that the CVB sales team were out working on membership and 2019 Vacation Guide sales. Mr. Jacobsen mentioned upcoming events including Lake of the Ozarks Shootout, Lake of the Ozarks Bike Fest, Eagle Days and the Governor’s Conference on Tourism.

Mr. Jacobsen reported that recent public meetings with XO Strategic regarding a study on Lake of the Ozarks developing tournament soccer fields went very well. He thanked the Board for their participation and the CVB staff for their hard work on coordinating the meetings. Finally, Mr. Jacobsen mentioned that the West Side Social hosted by KRMS Radio at JJ’s at the Copper Pot this evening was being sponsored by the CVB. He invited everyone to attend.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review.

**Other Old Business** – None at this time.

## **NEW BUSINESS**

**Other New Business** –

Jim Divincen presented an advertising opportunity in a new ‘Outdoor Guide’ to be included in the St. Louis Post-Dispatch. The Board referred this information to the Business Districts for consideration.

**Funding Request Discussion** The Board revisited the Funding Requests presented earlier in the meeting.

**MTA Missouri Fall Handicap** Don Neuharth made a motion to fund this event in the amount of \$2,232.00 for program printing and advertising costs. Bob Renken seconded the motion. When voted upon, a tie vote of 3-3 was taken therefore the motion dies.

Russell Burdette then made a motion to do a sponsored Facebook post for this event of up to \$300.00 out of the FY19 TCLA Budget, Line Item D-5. Don Neuharth seconded the motion. The motion passed unanimously.

**Fall Follies Wine Run** After discussing this event, Michael Spriggs made a motion to approve \$200.00 for a sponsored Facebook post out of the FY19 TCLA Budget, Line Item D-5. Bob Renken seconded the motion. When voted upon, Mark Krantz cast a dissenting vote, while all others voted in favor. The motion passes with the majority in favor of the funding.

The next TCLA Board meeting will be held on Thursday, September 20, 2018, at 9:00 a.m. in the new TCLA/CVB offices.

Michael Spriggs made a motion to adjourn the TCLA board meeting. Bob Renken seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:26 p.m.