

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, August 22, 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  
Fred Dehner  
Mark Krantz  
Angie Seaton  
Michael Spriggs  
Lance Utley  
Sue Westenhaver  
Sue Westenhaver

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

Jim Cleary  
Don Neuharth

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

Presiding Commissioner Greg Hasty  
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Bruce Vanderveld, Representative Suzie Pollock, Mayor John Olivarri, Mayor Gerry Murawski, Alderman Richard Ross, Jim Moody, Alan Sullivan, Julie Elliot, Jessica Davis, and Rebecca Rupard.

### **CALL TO ORDER**

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

At this time, on behalf of the TCLA Board of Directors, Sue Westenhaver presented a plaque of appreciation to Jim Divincen for his twenty-five (25) years of service as of August 8, 2019.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

Sue Westenhaver requested that the funding request for the Crossover Christian Music Festival be moved up on the Agenda as 7A.

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

### **PUBLIC COMMENTS**

None were made at this time.

### **MINUTES**

Lance Utley made a motion to approve the June 20, 2019 and August 7, 2019, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Ken Allen made a motion to approve Bill #278. Russell Burdette seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

Jim Divincen reported on lodging tax collections. Lodging tax collections for the month of June 2019 were up 2% compared to June 2018. Year-to-date collections for the full twelve (12) months of FY19, were up .41%, which is the best lodging tax collection year we have had in the past 19 years.

## **FUNDING REQUESTS**

The Crossover Christian Music Festival, scheduled for September 20-22, 2019, is requesting funds in the amount of \$4,000.00, for promotions including billboards, social media posts, and printed flyers. Alan Sullivan, event coordinator, was present at this meeting to give additional details and history of this event. The Board thanked Mr. Sullivan for his time and this request will be further discussed later in the meeting.

**LEGISLATIVE REPORT** – Russell Burdette, Chair – Jim Moody indicated that things were quiet in Jefferson City at this time. The Governor recently requested a Special Session to discuss a sales tax credit issue for automobiles. Mr. Moody briefly spoke of the projected growth in revenue for the State in the current fiscal year.

Representative Suzie Pollock briefly spoke to the Board regarding a national convention for little people. Rep. Pollock has had a constituent bring to her attention the lack of accommodating facilities for little people and would like for this area to take these items into consideration in hopes that a national convention could be hosted in this area. Rep. Pollock indicated that a piece of Legislation she will be working on this coming session relates to requirements for those seeking Medicare/Medicaid to have a living will or advanced care directives. The Board discussed briefly with Rep. Pollock short-term rentals and offered to meet with her soon regarding this topic and other information relating to TCLA.

Mayor Olivarri updated the Board with events related to the Destination Soccer Tournament Complex. The City has hired a legal firm to draft and assist with a ‘Cooperation Agreement’ between TCLA and the City of Osage Beach. This firm will also assist with the agreement needed between the City and the Arrowhead Development Group. Mayor Olivarri also added a firm had been retained for consultation purposes regarding the City’s bonding capacities. Representatives from the City have traveled to the Kansas City area to research soccer complexes. The City has an upcoming trip scheduled for the St. Louis and Illinois area to look at six (6) different facilities and speak with developers/contractors for further information. TCLA and CVB will have representatives in attendance for this trip as well.

Mayor Gerry Murawski reported that the City of Lake Ozark hosted a very successful “Shootout on the Strip” event last evening. Next up for the City is Lake of the Ozarks Bike Fest. Mayor Murawski indicated that the Mayor of Sturgis, ND, is considering attending this event as well.

**Executive Director Report** – Jim Divincen reported on several items covering the past two (2) months. Mr. Divincen conducted another interview with Mike Claiborne on the St. Louis Cardinal Radio Network, coordinated and assisted the CVB with a recent photo/video shoot for upcoming publications and online content, created an itinerary for the photo/video shoot for an upcoming episode on Missouri Life TV, updated the FY20 budget

information on the TCLA website, and is scheduled to do a television interview with Rod Smith during the upcoming LOTO Shootout. Mr. Divincen explained that sixteen (16) radio spots on the St. Louis Cardinals Radio Network were missed, so in return TCLA will receive sixteen (16) additional spots that were missed, plus an additional sixteen (16) spots for this season, as well as another sixteen (16) in the Spring. Mr. Divincen is in receipt of proof of play documentation for radio and billboard advertising for the partnership with the City of Osage Beach. The return on every dollar spent for this advertising was \$3.01, the highest return to date for this partnership. Mr. Divincen shared his appreciation for the Missouri Division of Tourism advertising campaign featuring television ads that focus on the Lake of the Ozarks. He added that there was also a two-page ad that appeared in the inside front cover of Midwest Living Magazine that features the Lake of the Ozarks, supplied by the Division of Tourism. Mr. Divincen also thanked Rebecca Rupard for her assistance in a story and provided the Board with the recent full-page article in The New York Times regarding the Lake of the Ozarks.

**Internal Public Relations Report** – Rebecca Rupard reported that she had attended a PR Summit hosted by the Division of Tourism in July. She added that the Division of Tourism was planning on having one of their “Road Show” seminars at the Lake of the Ozarks next spring and Ms. Rupard will assist with the coordination. Ms. Rupard provided the Division of Tourism, per their request, for fall events and festivals, and will be meeting with an ‘Influencer’ (blogger/writer) during Labor Day weekend commissioned by Madden Media for content for the Lake. Ms. Rupard reported that a recent meeting with Lagina Fitzpatrick and a producer with KRCG regarding the Can-Am Games led to a story regarding the charitable aspect of the LOTO Shootout.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, highlighted information in the Group Sales report included in Board packets. Also included was a year-end report. Ms. Fitzpatrick updated the Board on the Can-Am Games, informing them of two (2) upcoming events – a “Grillin’ Showdown” on September 14<sup>th</sup> and a Dodgeball Tournament on October 1<sup>st</sup>. Ms. Fitzpatrick also reported that she and Jen West were attending Connect Marketplace in the coming week and would have over 170 appointments combined.

**Special Events Committee** – Russell Burdette, Chair –At this time during the meeting the Board discussed the funding request for the Crossover Christian Music Festival. After a brief discussion regarding the most effective ways to market this event at this date, Sue Westenhaver made a motion to approve utilizing current billboards in Kansas City and St. Louis to promote this event, approve \$1,000.00 out of TCLA FY20 Budget – Line Item D-6 for sponsored Facebook posts, and also approve \$3,000.00 out of the TCLA FY20 Budget – Line Item D-7 for local digital billboards. Russell Burdette seconded the motion. The motion passed unanimously.

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

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair – Jim Divincen reported that he had attended a meeting with the City of Osage Beach and representatives from Buxton Research regarding a proposal to gather information about visitors to the Lake. This information would assist with knowing the target audiences so advertising and marketing efforts could be adjusted accordingly.

**Employee Review Committee** – A closed session would be held later in the meeting.

**Website Committee Report** – Lance Utley, Chair – Lance Utley referred the Board to the web report in the packet. Visits to Funlake.com were up 6.8%. Mr. Utley indicated that a meeting of this Committee would be scheduled for October.

**CVB Update and Report** – Tim Jacobsen announced that Buddy Bolinger passed away last evening. Mr. Bollinger, along with Darin Keim, were honored at this year’s CVB Annual Dinner as ‘Partners in Tourism’ for their work with the Community and their attraction, Big Surf Waterpark. Mr. Jacobsen reported that the CVB was currently working on the 2020 Vacation Guide and upcoming events including Bike Fest, Harbor Hop, and Eagle Days. Mr. Jacobsen also presented the Board with a proposal for the Business Districts to assist with funding for a full-page ad in the Vacation Guide for the LOTO Campground Association.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of July 2019 were down 5,278 (2.9%) compared to July 2018. Year to date for the first seven months, Funlake.com visits are up 6.8%.

**Other Old Business** – At this time the Board discussed the potential ballot language for the proposed lodging tax increase to fund the Destination Tournament Soccer Complex that each Business District will need to approve, and the Cooperation Agreement (CA) with the City of Osage Beach. After discussing the updates to the CA, Fred Dehner made a motion to approve presenting the amended CA to the City of Osage Beach. Russell Burdette seconded the motion. The motion passed unanimously.

**Closed Session:** At this time (11:42 a.m.) Mark Krantz made a motion to enter closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Ken Allen seconded the motion. A roll call vote was taken:

Ken Allen – Yes  
Russell Burdette - Yes  
Fred Dehner - Yes  
Mark Krantz - Yes  
Angie Seaton – Yes  
Michael Spriggs – Yes  
Lance Utley - Yes  
Sue Westenhaver - Yes

The motion passed unanimously to enter closed session.

Ken Allen made a motion to adjourn the closed session at this time (12:01 p.m.). Russell Burdette seconded the motion. A roll call vote was taken:

Ken Allen – Yes  
Russell Burdette - Yes  
Fred Dehner - Yes  
Mark Krantz - Yes  
Angie Seaton – Yes  
Michael Spriggs – Yes  
Lance Utley - Yes  
Sue Westenhaver - Yes

The motion passed unanimously.

## **NEW BUSINESS**

### **Other New Business –**

The next TCLA Board & Business District Advisory Board meetings are scheduled for Thursday, September 26, 2019 at 9:00 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Mark Krantz made a motion to adjourn the TCLA board meeting. Fred Dehner seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:03 p.m.