

TRI-COUNTY LODGING ASSOCIATION

Thursday, February 26, 2020

The Tri-County Lodging Association met at 9:02 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Jim Cleary
Mark Krantz
Don Neuharth
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Fred Dehner
Carmen Larison

Non-Voting Advisors Absent:

Presiding Commissioner Tony Stephens
Presiding Commissioner Tom Wright

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Laura Salamun (Point View Resort), Megan DeWitt (Bass Point Resort), Gail Griswold (Shawnee Bluff Winery), Brian Nivert (Serenity Lake Cottages), Pamela Drake (Lakeview Resort), Paul Hooper (Lake West Chamber), Eric Homan, Bruce Vanderveld, Bill Morgan (Robin's Resort), Matt & Vicky Foote (Skyline Resort), David Dailing (Hawk's Landing Resort), Stacy Shore, Richard Ross.

APPROVAL OF AGENDA

Don Neuharth made a motion to approve the Agenda.

Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS – Laura Salamun requested that her inquiry regarding Missouri State Statutes and how they apply to the TCLA and Business District's election process. Ms. Salamun also inquired how the order of the candidates on the ballots is chosen. Rebecca Rupard stated they were listed alphabetically by last name.

Richard Ross read the following statement: I come to you as a visitor who paid the TCLA tax in the 90's for 8 years and has lived here for 19 years while raising two children and someone who has friends and family who have paid the tax when they come to the Lake and visit. The TCLA Board is made up of volunteer members that are our neighbors and friends who take time from their busy work and personal lives to help ensure the TCLA collections are utilized effectively and efficiently to promote the Lake of the Ozarks in the best way they know how. I thank them for their time, efforts and service. I have never spoken to the Board and TCLA members in this manner and have chosen to do so after the last meeting where I witnessed concerning conversations that I feel are detrimental to the effective process of promoting the Lake of the Ozarks. For those who have continued to assert that the TCLA has no authority to collect lodging taxes on residential home rentals for less than thirty days, I say this to you: The judge has spoken. Get a bigger judge, get the state statute changed or stand down. Your continued discussion at these meetings and other avenues derail the business of this Board that our friends and neighbors have volunteered to conduct and negatively impacts the Lake's tourism communities. For those of you who have helped cause headlines to read "No criminal charges for TCLA" and "TCLA has Failed" your words and actions come nowhere close to the level of professionalism and respect our

volunteer friends and neighbors deserve. You are part of the problem, not part of the solution. For Mr. Hasty your leadership comes nowhere close to the integrity and capability that the citizens of Camden County expect and deserve when you try to explain away your support of the soccer initiative and claim the TCLA has failed. As well it is not the behavior our friends and neighbors deserve. We are at a crossroads. We can choose to continue this infighting and bickering and appear to outsiders as hillbillies from deliverance land or we can choose to put the past behind us and come together as leaders with respect and professionalism to promote our largest industry of tourism and figure out how to bring hundreds of thousands of additional visitors to the Lake Area each year. Our citizens, visitors, neighbors and friends deserve nothing less.

Gail Griswold spoke briefly stating that “we are the people paying the tax” and there is nothing in the statutes about vacation home rentals. She indicated that ‘they’ are not going to be quiet.

MINUTES

Russell Burdette made a motion to approve the January 30, 2020, TCLA Board meeting minutes. Don Neuharth seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #283. Mark Krantz seconded the motion. The motion passed unanimously. Michael Spriggs asked for a copy of the Ellinger & Associates invoice.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections for the month of December 2019 were up 59.6% compared to December 2018. Year-to-date collections for the first six (6) months of FY20, were up 5.24% compared to FY19.

LEGISLATIVE REPORT – Russell Burdette, Chair – Russell Burdette spoke briefly about Legislation proposed to allow riverboat gambling at the Lake of the Ozarks. He explained that the maximum number of licenses were already taken for this type of establishment, and that one would have to become available before this could move forward.

Executive Director Report – Jim Divincen reported on several items covering the past month. Mr. Divincen stated that the billboard campaigns will begin April 6th through June 28th, 2020, for FY20, and begin again in July for FY21. Cardinals radio ads will begin running in March, and a total of 73 spots will begin running in July 2020. He reported that two (2) proposals had been received for audit services, and four (4) proposals were received for media relations services. Mr. Divincen delivered proposed election agreements to the three (3) County Clerk’s offices for review in order to have those offices handle Board elections. Mr. Divincen thanked Ken Allen and Angie Seaton for serving on the Board. Mr. Divincen was pleased to announce that legal descriptions for the Business Districts were received from Harms & Associates at no charge. Also, he reported that the City of Osage Beach and Miller County had sent funds for their advertising partnerships with TCLA. Mr. Divincen also stated that a draft of a scoring sheet had been created for the review of the media relations proposals.

At this time Sue Westenhaver announced that the TCLA Board had recently received and accepted Jim Divincen's letter of retirement. Ms. Westenhaver presented Mr. Divincen with a plaque of appreciation for his twenty-seven (27) years of service and mentioned many of his accomplishments including playing an integral part of securing over \$3.5 Million Dollars in cooperative marketing funds to advertise and promote the Lake of the Ozarks, served on the Missouri Tourism Commission from 2005 to 2009, assisted in garnering the Lake of the Ozarks the "Best Recreational Lake in the Nation" designation, worked with Governor Parsons on passing legislation related to school start dates, and has seen the record back-to-back lodging tax collections years in 2018 and 2019.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Board packets regarding group sales activities. Ms. Fitzpatrick stated that upcoming events for the Can-Am Games would be held at Dierbergs on April 9th, 2020, and a cornhole tournament was scheduled for May 13th, 2020, at Harmy's Cheese Store.

Special Events Committee – Russell Burdette, Chair –No report was given at this time.

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs indicated a 3rd round budget meeting needed to be scheduled. He proposed Wednesday, March 4, 2020, beginning at 9:00 a.m. at the TCLA/CVB offices. Mr. Spriggs mentioned that the line item for CVB administrative fees had been changed to "CVB Support" and would like to further discuss group sales bid fees and finishing the meeting room in the TCLA/CVB warehouse.

Employee Performance Review Sue Westenhaver indicated with the retirement of Jim Divincen, a job description was being drafted by Jim Cleary and Carmen Larison, and Russell Burdette has offered to post this information on employment websites.

Website Committee Report – Lance Utley, Chair – Mr. Utley referred the Board to the web report in their packets. Eric Homan covered information contained in this report. In addition, five (5) proposals had been received to rebuild the Funlake.com website. The Web Committee has scheduled a meeting for Monday, March 9th, 2020, beginning at 9:00 a.m. at the TCLA/CVB offices to review the proposals.

CVB Update and Report – Tim Jacobsen referred the attendees to a new CVB report included in the Board meeting packets. Mr. Jacobsen also mentioned that with the spread of the Corona virus and the affect it could potentially have on tourism, it might be a good idea to start gathering information to provide about this topic. Mr. Jacobsen indicated that the Missouri Travel Guide had to be reprinted due to errors in the Midwest section, but would soon be available. Michael Spriggs inquired about postage costs for LOTO Vacation Guides.

OLD BUSINESS

Inquiry Update –Visits to Funlake.com for January were up 38.2%. Jim Divincen took a

moment to commend the CVB team for managing a very successful digital campaign.

TCLA Audit RFP's Jim Divincen reported that Seaver & Forck and Graves & Associates submitted a proposal for TCLA audit services. Seaver & Forck's bid for an audit of FY20 was \$6,000.00. Graves & Associates put in a bid of \$5,300.00. Mark Krantz made a motion to accept the bid from Graves & Associates to perform an audit of TCLA for FY20 in the amount of \$5,300.00. Russell Burdette seconded the motion. The motion passed unanimously. The Board discussed putting out an RFP for audit services for three (3) years for the Business Districts, Bruce Vanderveld suggested packaging the RFP to include TCLA as well. He suggested this might garner some cost savings for these services.

County Clerk's Election Agreements Sue Westenhaver reported that she has placed calls to all three (3) County Commission offices to discuss the proposed Election Agreement. Ms. Westenhaver indicated that the response so far had not been favorable. The Agreement would create additional work for the County Clerk's offices, and perhaps including the Board elections during the regular election dates would help alleviate the problem. Regardless of when the elections could be handled, it was clear that payment would have to be made for them to handle the process. This conversation **led** to legal questions that need to be answered before moving forward. A process was discussed for communicating with the TCLA/Business District attorney. Jim Cleary made a motion that the TCLA Executive Director and/or Chairperson be the point of contact to direct questions to legal counsel and responses will be shared at the next TCLA Board meeting. Russell Burdette seconded the motion. The motion passed unanimously. Michael Spriggs indicated that one of the questions that needs to be answered is the election process to be followed by TCLA and the Business Districts, and if it should be the process outlined in the related Missouri State Statutes.

Performance Audit Update - Russell Burdette reported that this committee recently met to discuss aspects of a performance audit. Gail Griswold did present research and information about this type of audit and was going to further research companies that perform such audits. The next meeting for this committee is scheduled for Wednesday, March 11, 2020, beginning at 10:00 a.m. at the Your Lake Vacation offices in Osage Beach, Missouri.

Other Old Business – Jim Divincen mentioned that when TCLA and CVB initially moved into their new office building bids were received for two (2) 5-ton HVAC units for the warehouse. The cost was estimated at that time to be around \$18,000.00.

NEW BUSINESS

Funding Request: Lake West Chamber of Commerce 10th Annual St. Pat's Pub Crawl
Lake West Chamber Executive Director Paul Hooper gave a brief presentation about this event taking place on Saturday, March 14, 2020. \$5,000.00 was requested to assist with transportation costs to shuttle participants safely throughout the event. Russell Burdette made a motion to move this funding request to the Business Districts for consideration. Michael Spriggs seconded the motion. The motion passed unanimously.

Roof Repair – Jim Divincen explained that after recent storms in the area, an inspection of

the TCLA/CVB Building roof found that a roof cap and some gutter repair was needed. The cost is estimated to be around \$760.00. Don Neuharth made a motion to approve the needed roof repairs to be funded out of TCLA General Reserve. Lance Utley seconded the motion. The motion passed unanimously.

Other New Business – Michael Spriggs made a motion that when the Executive Board elections occur in April, Committee chairs be reviewed at that time. Russell Burdette seconded the motion. The motion passed unanimously.

Michael Spriggs indicated that he would like for discussions to begin to have a comprehensive marketing plan prepared for TCLA. Russell Burdette explained that he is working on a draft and will provide for the Board to review when completed.

Sue Westenhover explained that the TCLA website now has a tab for “Elections” and a “Q&A” section.

The next scheduled meetings for the TCLA Board are Wednesday, March 25, 2020, and Wednesday, April 22, 2020.

There being no further business to come before the Board, Jim Cleary made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:25 a.m.