

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 3, 2015

The Tri-County Lodging Association met at 12:00 p.m. at Central Bank of Lake of the Ozarks in Osage Beach, Missouri.

TCLA Board Members Present:

Fred Dehner
Bill Johnson
Larry Jones
Larry McAfee
Bob Renken
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Mark Krantz
John Peters
Sherry Shippee
Michael Spriggs

Non-Voting Advisors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Eric Homan, Jen West, Jo Duncan, Kyle Stewart, Jim Moody, Chris Moody, Alderman John Olivarri, Jeana Woods, Jerry Henry, Dan Foster, Mike Feedback, Lori Hess, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 12:44 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Larry Jones made a motion to approve the Agenda with the suggested changes, items will be moved in order to accommodate presentations. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

Lori Hess with the Lake of the Ozarks Wedding Association made a brief presentation about the Association and their upcoming plans for their bridal show.

PUBLIC COMMENTS

None at this time.

JERRY HENRY PRESENTATION Jerry Henry with H2R Research presented information to the Board regarding the 2015 Advertising Effectiveness Study conducted by his firm for the Lake of the Ozarks.

DAN FOSTER PRESENTATION Dan Foster, local developer, presented information to the Board regarding a potential development he is spearheading on State Highway KK in Osage Beach, Missouri. This development would include a resort, marina, meeting space and convention center. Mr. Foster is hoping to break ground on this project in the fall of 2016.

MINUTES

Bill Johnson made a motion to approve the October 22, 2015, TCLA Board meeting minutes. Fred Dehner seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Dexter Whitney made a motion to approve Bill #242. Bob Renken seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported year-to-date collections for September, 2015, were up 14.8% compared to September, 2014. Combining both August and September, 2015, collections were up 6.65%. YTD for the first three (3) months of FY16, collections are up 5.57%.

LEGISLATIVE REPORT

Jim Moody discussed several topics with the Board including a general revenue update for the State, the recent hearing conducted by Representative Diane Franklin regarding wake on the Lake of the Ozarks and the merger of the Missouri State Highway Patrol and Missouri State Water Patrol. Also mentioned was upcoming Legislation to be filed by Representative David Wood regarding wake at the Lake. In addition, Mr. Moody mentioned that school start date Legislation would be filed as well.

Alderman John Olivarri briefly spoke about the City of Osage Beach approving the addition of \$25,000.00 to their budget to partner with TCLA in advertising endeavors. Alderman Olivarri indicated that City sales tax numbers were up 2% in 2015, and a study would be conducted soon regarding the west side of Osage Beach Parkway for future improvement consideration.

P.R. Firm Update – Jo Duncan with The Beenders-Walker Group spoke about recent public relations activities done on behalf of TCLA.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that ticket sales would soon begin for the Liverpool Legends concerts in March. He also discussed preliminary plans for a proposed CVB/TCLA office building, potential sponsorship of a professional fisherman, meeting with Dept. of Natural Resources regarding proposed improvements to Public Beach #2 area, drafting script for radio commercials for the upcoming St. Louis Cardinals baseball season and additions to this advertising contract, and the possibility of funds being available for the Golf Council in the FY17 Promote Missouri Fund program with the Missouri Division of Tourism.

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

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

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

Advertising/Budget/Public Relations – Fred Dehner, Chair – The Budget Committee will meet on Thursday, January 7, 2016, at 10:00 a.m. at Tan-Tar-A Resort. Jim Divincen will send a note to the Board with further details. Jim Divincen requested that the Board consider appropriating funds for sponsored Facebook posts to promote the Lake of the Ozarks being named the ‘Best Recreational Lake in the Nation’. Larry Jones made a motion to approve funding between \$2,000.00 to \$2,500.00 out of TCLA Budget Line Item D-7, Special Events in April 2015. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

Employee Review Committee – Sue Westenhaver indicated that the Employee Review Committee will meet in January to review employee job descriptions.

Website Committee Report – Michael Spriggs, Chair – Eric Homan spoke briefly about website information included in the web report. Mr. Homan mentioned that there is now an Android app for the Events Calendar being offered.

Local PR Committee – Bill Johnson, Chair – Bill Johnson commended TCLA and CVB staff for their recent articles published in The Lake Today. Mr. Johnson would like to continue to see both organizations market the ‘Best Lake in the Nation’ designation.

CVB Update and Report – Eric Homan indicated a CVB report had been provided in Board packets for review. The CVB was concluding the 2016 Vacation Guide process and would soon begin the sport and travel show season.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of October, 2015, are up 41.7% compared to October 2014. Year to date for the first ten (10) months of 2015, Vacation Guide inquiries are up 4.4%.

Other Old Business

Jim Divincen reported to the Board that fishing tournament organizer Brian Favier had sent along a note of appreciation for the Board’s funding assistance with the Ameren Local 148 Fishing Tournament.

NEW BUSINESS

Funding Requests – At this time the Board discussed funding requests submitted for consideration.

A1. Lake of the Ozarks Bridal Show requested funds in the amount of \$1,500.00 to promote their Bridal Show event in February, 2016, through Facebook promoted posts with the Lake of the Ozarks Facebook page. After a brief discussion, Larry Jones made a motion to approve funding for this event in the amount of \$1,500.00 for promoted Facebook posts, out of FY16 TCLA Budget Line Item D-7, Special Events. Bob Renken seconded the motion. The motion passed unanimously when voted upon.

Collection Update – Rebecca Green reported that the process to update a current lien filed against a Camden County Medium property has begun and will conclude with the filing of a new lien at the end of December or early January.

Cardinal Baseball Spots Approval Jim Divincen requested approval of proposed advertising scripts for the upcoming St. Louis Cardinals baseball season. Fred Dehner made a motion to approve the advertising scripts as presented. Dexter Whitney seconded the motion. The motion passed unanimously.

Other New Business

The next TCLA Board meeting will be held on January 28, 2016.

A motion was made by Bill Johnson to adjourn the TCLA board meeting. Larry Jones seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 3:07 p.m.