

## **TRI-COUNTY LODGING ASSOCIATION**

Friday, December 9, 2016

The Tri-County Lodging Association met at 9:00 a.m. at Camdenton Area Chamber of Commerce Offices, Camdenton, Missouri.

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

Russell Burdette  
Bill Johnson  
Larry Jones  
Larry McAfee  
John Peters  
Bob Renken  
Sherry Shippee  
Michael Spriggs  
Sue Westenhaver

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

Fred Dehner

### **Non-Voting Advisors Present:**

Presiding Commissioner Greg Hasty

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

Commissioner Brian Duncan

Commissioner James Bryant

Also present were Jim Divincen, Jim Moody, Tim Jacobsen, Marjorie Beenders, Lagina Fitzpatrick, Nicole Torres, Alex Nagy, Curt Mooney, Paul Hooper, Mayor John Olivarri, Jake Drake, Wendy Peters, Ken Allen, 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**

Sue Westenhaver requested that the Legislative Report be moved up on the Agenda.

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

### **PUBLIC COMMENTS**

None at this time.

### **MINUTES**

John Peters made a motion to approve the October 20, 2016, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Russell Burdette made a motion to approve Bill #251. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

## **FINANCIAL REPORT**

Jim Divincen reported that September, 2016, lodging tax collections were up for 3.72% compared to September, 2015. Year-to-date collectons for the first three (3) months of FY17 are up 9.43%.

## **FUNDING REQUESTS –**

**A.1. International Federation of Black Bass Anglers (IFBBA)** A funding request was submitted for consideration for the IFBBA Fishing Tournament to be held September 30 & October 1, 2017, in the amount of \$6,000.00. The funds would be utilized for advertising this tournament in magazines, online, and promoting at upcoming boat shows in Kansas City and St. Louis. Bill Johnson made a motion to table this request until the January 2017, TCLA Board meeting so that a representative from this event could be present to field questions. Bob Renken seconded the motion. The motion passed unanimously.

**A.2. Twisted Cat Catfishing Tournament** A funding request was submitted for consideration for the 1<sup>st</sup> Annual Twisted Cat Catfishing Tournament to be held Sunday, March 19, 2016. This event requested funds in the amount of \$5,000.00 to be utilized for equipment rental, advertising and additional tournament expenses. Event coordinator Alex Nagy was present and provided information to the Board about this event.

**A.3. Mardi Gras Pub Crawl** A funding request was submitted for consideration for the Mardi Gras Pub Crawl to be held on Saturday, February 18, 2017. This event requested funds in the amount of \$7,000.00 to be utilized for six hotel safety shuttles and security on the busses. Event Coordinator Jeff Carroll was present to provide information and answer questions.

**A.4. Lake West Chamber of Commerce 7<sup>th</sup> Annual Short Bus Shuffle** A funding request was submitted for consideration for the 7<sup>th</sup> Annual Short Bus Shuffle to be held on Saturday, March 18, 2017. This event requested funds in the amount of \$3,500.00 to be utilized for safety shuttle busses. Lake West Chamber Executive Director Paul Hooper was present to provide further information and field questions regarding this event.

**LEGISLATIVE REPORT** – Jim Moody briefly recapped the State budget situation and indicated that the Governor Elect would have budget issues to deal with once inducted into office. Mr. Moody spoke about the possibility that Springfield, MO Legislators would be filing a bill regarding the homestay issue, and also mentioned recent lawsuits filed regarding campaign finance.

City of Osage Beach Mayor Olivarri spoke briefly about the recent Veteran's Day Parade, sales tax numbers and the construction on Nichols Road. Mayor Olivarri also spoke about a recent video created for promoting the City of Osage Beach and expressed his gratitude for the assistance of CVB staff, mainly Evan Lampe.

At this time, the Board discussed appointing a new Chair for the Legislative Committee. Bill Johnson made a motion for Russell Burdette to be the Chair for the Legislative Committee. Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

**Public Relations Report** – Marjorie Beenders with The Beenders-Walker Group updated the Board on public relations activities on behalf of the Lake of the Ozarks for the past few months. Ms. Beenders spoke to the Board about potential upcoming media visits, a mid-winter meeting of the Association of Great Lakes Outdoor Writers at Old Kinderhook, the planning of a hunting & fishing visit from the Editor of Midwest Living Magazine, and the preparation of eleven (11) press releases since July 2016.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about recent advertising efforts to begin ticket sales for Liverpool Legends concerts taking place in March 2017, preparing the FY16 Project Summary, and completed the FY16 audit and preparation of an RFP to solicit audit services for upcoming years. Mr. Divincen met with City of Osage Beach officials regarding proposed architecture for a new TCLA/CVB office building, prepared invoices for advertising partners, and contacted the new Director of the Department of Conservation regarding license checks at lodging properties.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick spoke about fundraising efforts for the 2018 Can-Am Police-Fire Games and invited the attendees to the Can-Am Kickoff Event at Redhead Yacht Club on December 15, 2016, beginning at 5:00 p.m.

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

**Fishing Tournament Committee** – Bob Renken, Chair – Mr. Renken mentioned that it was nice to see that tournaments were continuing to take place every weekend at the Lake of the Ozarks.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – A brief discussion lead to the suggestion of scheduling another meeting of this Committee in the near future.

**Employee Review Committee** – No report at this time.

**Website Committee Report** – Michael Spriggs, Chair – Tim Jacobsen covered information included in the web report contained in the Board packets.

**Local PR Committee** – Bill Johnson, Chair – Mr. Johnson suggested that local public relations efforts increase in order to educate the public on advertising efforts by TCLA. With recent Legislation that would have regulated vacation rentals being removed, he feels that now is the time to educate the public on the affect that this would have on the vacation home rental and real estate markets. Mr. Johnson asked that TCLA research what it would take to add 'rental homes' to the existing Legislation regarding overnight rentals and the

collection of lodging tax. A brief discussion was held regarding property tax assessments and Larry McAfee made a motion that the TCLA Board release a position statement regarding property tax assessments. Bill Johnson seconded the motion. When voted upon, all present voted against this motion, therefore the motion failed.

**CVB Update and Report** – Tim Jacobsen reported that 2017 Vacation Guide was complete. Mr. Jacobsen mentioned that the CVB was heavily involved in Eagle Days taking place January 7<sup>th</sup> and 8<sup>th</sup>, 2017. Preparations are in full swing for boat, sport and travel show participation in the next few months. Mr. Jacobsen also mentioned that the LOREDC Annual Meeting would take place on January 19, 2017.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Funlake inquiries were up 175,324, or 28.4% for October, 2016, as compared with October, 2015. Year-to-date print inquiries through October, 2016, were down 15,156 or 34.9%.

### **Other Old Business**

## **NEW BUSINESS**

### **Other New Business**

**Collection Update** - Rebecca Green reported briefly on recent online collection efforts in conjunction with TCLA attorney Marc Ellinger. Ms. Green explained that Marc Ellinger had reached out to 50 entities on VRBO.com, with no response as of yet.

**CVB Board Member Appointment** - The TCLA Board of Directors approved Russell Burdette to serve on the CVB Board representing the Medium Category of Lodging.

**CVB Building Update** - Proposed architecture plans were provided to the Board for review. Bob Renken made a motion to table further discussion regarding the architectural plans for a new TCLA/CVB building until the January 2017 TCLA Board meeting. Russell Burdette seconded the motion. The motion passed unanimously.

### **Funding requests:**

**Twisted Cat Catfish Tournament** Michael Spriggs made a motion to approve funding this tournament in the amount of \$1,500.00 out of TCLA Budget Line Item J-11. Bob Renken seconded the motion. When voted upon, all voted in the negative, therefore the motion failed. Bob Renken then made a motion to fund \$750.00 in Facebook promoted posts, \$250.00 for tournament trophies, and \$500.00 in advertising expenses for the Twisted Cat Catfish Tournament. Michael Spriggs seconded the motion. When voted upon, the motion passed unanimously.

**Mardi Gras Pub Crawl** Michael Spriggs made a motion to move this request to the Business Districts for funding consideration. Larry Jones seconded the motion. When voted upon, the motion passed unanimously.

**Short Bus Shuffle** Sue Westenhaver made a motion to move this request to the Business Districts for funding consideration. Larry McAfee seconded the motion. When voted upon, the motion passed unanimously.

The next TCLA Board meeting will be held on Thursday, January 26, 2016 at 9:00 a.m.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Larry McAfee seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 12:49 p.m.

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