

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 7, 2017

The Tri-County Lodging Association met at 9:00 a.m. at Central Bank Lake of the Ozarks, Main Branch, Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Don Neuharth
John Peters
Sherry Shippee
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Fred Dehner
Larry McAfee
Bob Renken

Non-Voting Advisors Absent:
Presiding Commissioner Greg Hasty
Commissioner Brian Duncan
Presiding Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Randy Grommet, Osage Beach Mayor John Olivarri, Jim Moody, Lagina Fitzpatrick, Bruce Vanderveld, Kyle Stewart, Bill Morgan, and Rebecca Green.

CALL TO ORDER

Vice Chairman Russell Burdette called the meeting to order at 9:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Ken Allen made a motion to approve the agenda as presented. Don Neuharth seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Don Neuharth made a motion to approve the October 26, 2017, TCLA Board meeting minutes. Sherry Shippee seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #261. John Peters seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections for the month of August 2017, finished down 0.9%. Year-to-date collections for the first two (2) of FY18, lodging tax collections for the three counties are down 1.38%.

FUNDING REQUESTS

Lake of the Ozarks Catfish Tournament This fishing tournament will take place on April 8, 2018, and is requesting \$3,000.00 to cover expenses for advertising, equipment rental, trophies and other expenses. Bill Morgan with Robin's Resort, the host hotel for this tournament, shared information with the Board about the tournament and entries. The Board will discuss further under "New Business" at the end of the meeting.

Legislative Report – Russell Burdette, Chair – Russell Burdette spoke briefly about new legislation being presented regarding the regulation of vacation rentals. Jim Moody indicated that he would be researching and inform the Board when further information is available. Mr. Moody reported that bills could officially be filed beginning December 1st, with the 2018 Legislative Session beginning January 3, 2018. Mr. Moody also spoke briefly regarding the status of the State budget.

Mayor John Olivarri indicated that sales tax revenues for the City of Osage Beach were up 2.6% year-to-date. Mayor Olivarri reported that the City had recently experienced a natural gas leak on the east side of the City, which was handled efficiently by the City and surrounding businesses. Mayor Olivarri encouraged everyone to drive through the City Park to enjoy the Christmas light displays, and thanked Tri-County Lodging Association for all that they do for the Lake of the Ozarks, as well as the advertising partnership with the City of Osage Beach.

Upcoming legislative events include the Legislative Reception on January 11, 2018, Capitol Days on Tourism February 21 & 22, 2018, and the Legislative Ice Cream Social on May 9, 2018.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen indicated that Representative Diane Franklin was in the process of scheduling a meeting with Lt. Governor Mike Parsons to discuss school start dates for the State.

Mr. Divincen then gave the Board a comprehensive update on the status of the renovations on the new TCLA/CVB office building.

Mr. Divincen added that the recent Lake of the Ozarks Invitational Golf/Fishing Event was a success, and that included in the Board packets was information from the FY17 Project Summary report recently completed and sent to the Missouri Division of Tourism.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Group Sales report included in the Board packets. Ms. Fitzpatrick updated the Board on the 2018 Can-Am Police-Fire Games happenings. The Can-Am Federation Board arrives on Saturday, December 9, 2017, for a visit and to award the 2022 Games. Ms. Fitzpatrick

also informed the Board that the next fundraising social for the Games would take place on Tuesday, December 12, 2017, from 5:30pm to 7:30pm at J. Bruner's in Osage Beach.

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

Fishing Tournament Committee – Bob Renken, Chair – No report was given at this time.

Advertising/Budget/Public Relations – Fred Dehner, Chair – This Committee would be scheduling a date soon to meet to cover the FY19 TCLA Budget.

Employee Review Committee – No report was given at this time.

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen reported on website statistics in the Web Report included in Board packets. Mr. Jacobsen indicated that the State's website, www.visitmo.com, was experiencing lower numbers, most likely due to budget restrictions within the Division of Tourism.

Building Committee – Bob Renken, Chair – Jim Divincen updated the Board about the building during the Executive Director's Report.

CVB Update and Report – Tim Jacobsen reported that CVB was currently finalizing on the 2018 Vacation & Service Guide. Mr. Jacobsen updated the Board regarding soccer and recreational field progress, Missouri being named on the 'no travel list' by the NAACP, and the creation of tourism business districts within the State. Mr. Jacobsen informed the Board the Lake of the Ozarks Regional Economic Development Council will hold its annual meeting on January 25th, 2018, between 8:00 a.m. and 12:00 p.m.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake through October 2017 are up 3.5% (36,927), compared to the first ten months in 2016.

Other Old Business – None at this time.

NEW BUSINESS

Other New Business

There will be a TCLA/CVB Board luncheon on Tuesday, December 19, 2017, at Camden on the Lake.

The Board revisited the funding request from the Lake of the Ozarks Catfish Tournament. Michael Spriggs made a motion to approve funding from the FY18 Special Events Reserve line item in the amount of \$2,000.00. Of the \$2,000.00, \$750 is to be utilized for Facebook sponsored posts and the remaining balance to go toward trophies and equipment rental. Don Neuharth seconded the motion. The motion passed unanimously when voted upon.

Sue Westenhaver informed the Board that Fred Dehner has asked to be removed from his Committee assignments due to his increasing responsibilities at Tan-Tar-A Resort. After a brief discussion, Russell Burdette agreed to be the Chairman for the Special Events Committee and Michael Spriggs agreed to be the Chairman for the Advertising and Budget Committee.

Kyle Stewart with The Beenders Walker Group gave an update of Public Relations activities performed on behalf of the Lake of the Ozarks Tri-County Lodging Association. Mr. Stewart covered recent media visits and upcoming FAM tours. A current story-pitch they are utilizing is focused around the Netflix series "Ozark". The opportunity to show the media the 'real' Lake of the Ozarks is the goal.

The next TCLA Board meeting will be held on Thursday, January 18, 2018, at 9:00 a.m.

At this time a Budget Committee meeting was scheduled for December 13, 2018, at 10:00 a.m. at the Inn at Harbour Ridge B&B.

A motion was made by Russell Burdette to adjourn the TCLA board meeting. Ken Allen seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:05 a.m.