

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 6, 2018

The Tri-County Lodging Association met at 9:00 a.m. at 985 KK Drive in Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Fred Dehner
Mark Krantz
Don Neuharth
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Sherry Shippee

Non-Voting Advisors Absent:
Presiding Commissioner Greg Hasty
Presiding Commissioner Tom Wright
Presiding Commissioner James Bryant

Also present were Jim Divincen, Lagina Fitzpatrick, Marjorie Beenders, Bruce Vanderveld, Mayor John Olivarri, Eric Homan, Nicole Kever-Torres, Lance Utley, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:05 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Don Neuharth made a motion to approve the Agenda. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Don Neuharth made a motion to approve the November 8, 2018, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #271. Don Neuharth seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections were down 11.7% for the month of September. Year-to-date collections for the first three (3) months of FY19 are down 1.58%.

FUNDING REQUESTS

Trop Rockin' Ozarks Fest This event, scheduled for August 22-25, 2019, is a singer/songwriter music festival that will take place at Margaritaville Resort (Tan-Tar-A) in Osage Beach, MO. The request is for \$2,000.00 to assist with advertising, event banners and costs associated with the entertainment. Event coordinator, Brad Jones, was present to further explain this event and answer questions from the Board. Mr. Jones indicated that there had already been 100 reservations made to attend this event, with very little marketing being done at this time. The Board thanked Mr. Jones for his time and indicated that they would further discuss later in the meeting.

Lake West 9th Annual Short Bus Shuffle This event is scheduled for March 16, 2019 and is requesting \$3,500.00 for bus rental and logistic coordinator fees. Lake West Chamber of Commerce Executive Director Paul Hooper was in attendance to explain the history of this event and answer questions from the Board. After a brief discussion, Russell Burdette made a motion to move this request to the Business Districts for consideration. Ken Allen seconded the motion. The motion passed unanimously.

Legislative Report – Russell Burdette, Chair – Jim Divincen reported that he understands that there is a move to restore an additional \$5 million dollars to the Division of Tourism budget. Mr. Divincen added that he had heard from the Division of Tourism regarding the reclassification of DMO's and adding in additional categories that could possibly result in additional funds being available through the Matching Marketing Grant Program in the future.

Mayor John Olivarri briefly updated the Board on happenings in the City of Osage Beach. Mayor Olivarri informed the Board that the City's holiday light display was currently open in the Osage Beach City Park Wednesday through Sunday for the remainder of the year. The City is also finishing a major road project on Mace Road, and still in the process of leaf collection from residents.

Executive Director Report – Jim Divincen referred the Board to his report included in their packets. Mr. Divincen covered a few items from his report, including coverage by Brent Frazee of the Fishing/Golf Championship event, and a deer hunting story that featured amazing photos of deer here at the Lake. Liverpool Legends ticket sales have begun. Billboard, radio and online advertising has been secured at this time, and there will be a slight increase in ticket prices. Other items covered were the completion of the Project Summary for the FY18 Matching Marketing Grant Program, insurance information regarding the TCLA/CVB building, Business District, CVB, and TCLA updated agreements, and the first Business Journal article was drafted for publication in January 2019.

Internal Public Relations Report - Rebecca Rupard reported on several activities occurring in October and November 2018. Ms. Rupard reported that all special election procedures had been completed for the Lake of the Ozarks Area Business District of Camden County, Medium (51 to 299 Units) Category. The election will end on this date at 12:00 p.m. Ms. Rupard completed the FY19 1st Quarter Reimbursement for the Matching Marketing Grant Program with the Missouri Division of Tourism. Ms. Rupard also finalized the Lodging Directory for the 2019 Vacation Guide, reviewed the Can-Am Games Final Report, prepared a press release for the donation from the 2018 Can-Am Games to Special Olympics Missouri, and attended a meeting with the Can-Am Federation Board. Ms. Rupard attended the Lake Area Chamber Annual Dinner, Camdenton Area Chamber Annual Dinner, Lake of the Ozarks Shootout Recognition Dinner, and the Joint Chamber Social.

Public Relations Report Marjorie Beenders with The Beenders-Walker Group provided information to the Board regarding recent public relations activities and upcoming plans for promoting the Lake of the Ozarks to media entities. Ms. Beenders spoke about recent coverage for the Holiday Light Park in Laurie, Missouri, a press release for the recent Fishing/Golf Invitational at Old Kinderhook, and an upcoming International Media Marketplace in January featuring mainly Canadian and US writers that will be attended.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered group sales information included in the report in Board packets. Ms. Fitzpatrick informed the Board that the December Can-Am Social would be held on December 14, 2018, at The Bull Pen in Osage Beach, MO, between 5:30 p.m. and 7:30 p.m. Ms. Fitzpatrick was happy to report that 99% of the Sports Coordinators for the Games would be returning for the 2020 Games.

At this time Ms. Fitzpatrick presented an update about the opportunity to host Major League Fishing again in 2019. She explained that the event coordinator requested a different set of dates than those originally proposed. Additionally, television coverage would be increased to approximately 84 hours. Don Neuharth made a motion to move this request to the Business Districts for consideration. Michael Spriggs seconded the motion. The motion passed unanimously. Michael Spriggs then made a motion that TCLA appropriate funding in the amount of \$10,000.00 out of TCLA FY20 Budget Line N. Don Neuharth seconded this motion. The motion passed unanimously.

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

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – This Committee will schedule a meeting sometime in January or February.

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

Website Committee Report – Sherry Shippee, Chair – Eric Homan provided information about website visits for October 2019. He referred the Board to the information provided in their packets.

Building Committee – Chair – No report was given at this time.

CVB Update and Report – Eric Homan reported that the 2019 Vacation Guide was completed and would arrive on January 2nd, 2019. The CVB and its representatives will be attending fourteen (14) sport and travel shows between January and March 2019, and Vacation Guides will be distributed at all shows.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review.

Digital Communications – Ken Allen indicated that TCLA should consider implementing an ‘electronic device’ policy for employees. The policy would be comprehensive and outline the parameters of use for employee cell phones, computer and tablets, to set the parameters for their use and protecting confidential information. He further explained that this sort of policy protects the organization as well as the employee. The Board requested to receive a draft of an electronics policy with recommendations from the TCLA Administrator.

Other Old Business –

Funding Requests:

Trop Rockin’ Ozarks Fest Russell Burdette made a motion to approve funding in the amount of \$2,000.00 out of the TCLA FY20 Budget, Line Item D-7, Special Events. Mark Krantz seconded the motion. The motion passed unanimously when voted upon.

NEW BUSINESS

Other New Business – Jim Divincen updated the Board on a recent meeting regarding the potential recreational fields project. A conference call had been held with XO Strategic to discuss the findings of their feasibility study for this project to occur in this area. Several items were discussed including usage of the development, potential number of room nights that could be generated per year, and a funding mechanism to make this a reality. Tournament operators were discussed, and a potential timeline if funding were secured. Representatives from XO Strategic will be present at the upcoming CVB Board meeting on Tuesday, December 18, 2018, beginning at 2:00 p.m. to further discuss their findings.

There being no further business to come before the Board, Ken Allen made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:45 a.m.