

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 5, 2019

The Tri-County Lodging Association met at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Jim Cleary
Fred Dehner
Mark Krantz
Don Neuharth
Michael Spriggs
Lance Utley
Sue Westenhaver

Non-Voting Advisors Absent:

Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Jen West, Rebecca Rupard, Jake & Pam Drake (Lakeview Resort), Laura Salamun (Point View Resort), Megan DeWitt (Bass Point Resort), Carmen Larison (Bass Point Resort), Gail Griswold (Shawnee Bluff Winery), Laura Martin (Karis Cottages), Brian Roberts (Kapilana Resort), Lee & Jennifer Branson (Dogwood Acres Resort), Tom Payne (Kelly Investments, LLC), Sonja Isle/Brian Nivert (Serenity Lake Cottages), Stacy Shore (ReMax Realtors), Mayor John Olivarri (Osage Beach), Carl Clark/Ann Walters (Margaritaville Lake Resort), Jim Redmon, Alderman Richard Ross (Osage Beach), Stephanie Bell (Ellinger & Associates, LLC), Jim Moody (Husch Blackwell Strategies), and Marjorie Beenders (The Beenders-Walker Group).

APPROVAL OF AGENDA

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

PUBLIC COMMENTS – Sue Westenhaver opened the floor for public comments by reading the policy as follows: “This is a time set aside on the agenda for citizens and visitors to address the Advisory Board on any topic that is not a public hearing. The Board will not act on any item not listed on the agenda, but the Advisory Board welcomes and values input and feedback from the public. Speakers will be restricted to three minutes unless otherwise permitted. Minutes may not be donated or transferred from one speaker to another”. Ms. Westenhaver also reminded the attendees that this was a time for public comments rather than questions.

- **Gail Griswold:** Ms. Griswold requested that a Performance Audit be conducted of the Business Districts and TCLA, sooner rather than later. Ms. Griswold questioned the amounts of funds the CVB is spending in a month, roughly \$129,000, questioned the monthly admin fee paid to CVB from TCLA, and the rent on the TCLA/CVB office building. Ms. Griswold indicated that over \$82,000 had been spend this year on Group Sales, not including salaries. She questioned why a group sales division even exists.

MINUTES

Russell Burdette made a motion to approve the September 26, 2019, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

Don Neuharth made a motion to approve the October 24, 2019, TCLA Board meeting minutes. Jim Cleary seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #281. Fred Dehner seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections for the month of September 2019 were down 1.64% compared to September 2018. Year-to-date collections for the first three (3) months of FY20, were up 6.06% compared to FY19. Ken Allen commented that the collections were reported on a cash basis not on an accrual basis.

LEGISLATIVE REPORT – Russell Burdette, Chair – Jim Moody reported that pre-filing of bills for the upcoming Legislative Session began on Monday, December 2nd. Mr. Moody spoke briefly about expecting two (2) initiative petitions and Medicaid expansion. Mark Krantz inquired about any more discussion regarding the recently passed ‘School Start Date’ Legislation. Mr. Moody responded that there has not been much discussion as of late. The Division of Tourism budget was discussed briefly, along with the Matching Marketing Grant program and the effect that budget cuts might have on this program and department.

Mayor John Olivarri reported that the City of Osage Beach is up over 1% in sales tax compared to this time last year. He also reported that the City’s leaf pick-up project was underway, and sidewalks were being renovated on Dude Ranch Road. Additionally, the City has a new water well under construction. Mayor Olivarri also mentioned that Judge Washburn recently retired, and Judge Gary Smith has taken over this position for the City. Mayor Olivarri invited everyone to drive through the Osage Beach City Park to see the holiday lights. The park is open each night from 5:00 p.m. to 9:00 p.m. through December 31, 2019.

Miller County Presiding Commissioner Tom Wright thanked TCLA and CVB for all they do for the Lake area to get people to visit and hopes they will keep up the good work.

Executive Director Report – Jim Divincen reported on several items covering the past month. Mr. Divincen covered digital marketing information for FY19, informed the Board that the Project Summary Report for the Matching Marketing Grant with the Missouri Division of Tourism had been completed for FY19, and the Missouri Life TV program is complete and hopefully airing dates and networks will be available soon. Mr. Divincen thanked Rebecca Rupard for her recent work on handling Sunshine requests for TCLA and

the Business Districts. Mr. Divincen mentioned that Alan & Judy Blair have agreed to handle directly the upcoming Liverpool Legends shows in March of 2020.

Mr. Divincen explained that agreements were being drafted for the three (3) County Clerks to review for handling the Advisory Board elections. At this time Stephanie Bell with Ellinger & Associates discussed several topics including the current agreements in place with the three (3) County Collectors, the structure of TCLA and the Business Districts, and setting up a policy for public comments during meetings.

Russell Burdette also added at this time that he recently learned that if a topic was addressed in an audit, and the topic did not appear in a subsequent audit, then it is understood the issue had been handled/no longer existed.

Michael Spriggs asked that the subject of property management companies be researched regarding the number of votes they have during Advisory Board elections. In addition, Don Neuharth asked for clarification on whether a person could occupy more than one seat on the Board. Stephanie Bell will be researching both items for clarification.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Board packets regarding group sales activities. Ms. Fitzpatrick spoke about the Missouri Division of Tourism hosting a “Road Show” at the Lake in March, 2020, the recent visit from Major League Fishing tournament that will be airing on television sometime in 2020, and thanked Mayor Olivarri and the City staff for working with the Group Sales department on many events, including the opening ceremonies for the 2020 Can-Am Police-Fire Games. Sue Westenhaver inquired about family reunion statistics for group sales, Ms. Fitzpatrick explained that almost 50% of the ‘Requests for Proposals’ sent out are for family reunions.

Special Events Committee – Russell Burdette, Chair – Tim Jacobsen reported to the Board about the upcoming “Eagle Days”, a collaboration with the Lake Area Chamber of Commerce, Facelift Marketing, the World Bird Sanctuary, the Dickerson Park Zoo, and the Lake of the Ozarks Master Naturalists.

Fishing Tournament Committee – Marcus Sykora, Chair – Michael Spriggs requested to be added to the Fishing Tournament Committee.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs suggested that the Budget Committee hold a meeting on Tuesday, December 17, 2019, beginning at 9:00 a.m. with a location to be determined. Fred Dehner asked to be added to this Committee.

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

Website Committee Report – Lance Utley, Chair – Mr. Utley reported that traffic to Funlake.com had decreased, traffic to the lodging portion of the website had increased and was up over 9,000 visits from November of 2018. An increase was also seen in views of the Vacation Guide online as well. Ken Allen reported that over 20% of his traffic to his business website originated from the Funlake.com website. Michael Spriggs inquired about

the status of building a new Funlake.com website. Tim Jacobsen explained that the CVB was in the process of getting bids for a rebuild.

CVB Update and Report – Tim Jacobsen gave an extensive report on CVB activities including the 2020 Vacation Guide, the 2020 Restaurant Guide, analyzing digital products, a Request for Proposal for the 2020 CVB Annual Dinner, the upcoming Eldon Annual Luncheon, Council of Local Government meeting, Lake of the Ozarks Marine Dealer’s Holiday Dinner, Legislative Reception, Joint Planning Session for Missouri Travel Alliance and Missouri Association of Convention & Visitor Bureaus, the 2020 Sport and Travel Show schedule, the 2019 Fall Harbor Hop statistics, plans for the 2020 Bike Fest, dates for 2020 events including Lake of the Ozarks Shootout and Lake Race, and the upcoming reopening of Tonka Hills Restaurant and the Branding Iron Restaurant.

OLD BUSINESS

Inquiry Update –Year to date for the first ten (10) calendar months, Funlake.com visits are up 0.9%.

Other Old Business – None at this time.

NEW BUSINESS

Funding Request: None were presented at this time.

Other New Business – Fred Dehner announced that Paul Leahy with Margaritaville Lake Resort had recently been named the 2019 Golf Professional of the Year by the Gateway Regional PGA.

At this time the topic of conducting a performance audit was discussed. Russell Burdette addressed the difference between a financial audit and performance audit. Michael Spriggs suggested that a Committee be formed to address this topic. Don Neuharth made a motion to form a Performance Audit Review Committee to include Advisory Board Members and Constituents from all three (3) Business Districts. Ken Allen seconded the motion. The motion passed unanimously. Michael Spriggs and Russell Burdette both expressed an interest in serving on this Committee.

A discussion was held regarding the creation and management of a TCLA Facebook page. After several ideas were discussed, Don Neuharth made a motion to table the topic of a TCLA Facebook page. Russell Burdette seconded the motion. The motion passed unanimously.

Russell Burdette made a motion for TCLA and CVB to begin planning and scheduling public meetings to discuss the relationship between the entities and what each entity does for advertising and promotion of the Lake of the Ozarks. He added that it should be considered to hold meetings in each County. Jim Cleary seconded the motion. The motion passed unanimously.

A brief discussion was held regarding the status of the FY19 Audits of the Business

Districts. Jim Divincen indicated this process was nearing completion, and all necessary information will be provided to the Missouri State Auditor's office prior to the deadline of December 31, 2019.

Jim Divincen updated the Board on the Lake of the Ozarks Area Business District of Morgan County special election status. The nomination deadline is Friday, December 6, 2019, and absentee ballots will be placed at the Morgan County Clerk's office on Tuesday, December 10, 2019.

There being no further business to come before the Board, Michael Spriggs made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:00 a.m.