

TRI-COUNTY LODGING ASSOCIATION

Thursday, February 18, 2016

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

TCLA Board Members Present:

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

TCLA Board Members Absent:

Larry Jones
Mark Krantz
John Peters
Sherry Shippee

Non Voting Advistors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Lagina Fitzpatrick, Jo Duncan, Darin Keim, Carl Clark, Darrell Law, Marcus Sykora, Bill Morgan, Gary Hollern, Mitch Evans, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:03 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Michael Spriggs made a motion to approve the Agenda. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

Introductions were made of guests attending the meeting.

PUBLIC COMMENTS

None at this time.

CVB/TCLA RETREAT

Several members of the CVB Board were present at this meeting to discuss and support efforts to seek an increase in lodging tax from the Lake of the Ozarks Area Business District of Camden County. Darrell Law and Carl Clark spoke on this topic about seeking this increase and utilizing the additional funds strictly for the production and airing of television commercials in several states. During this discussion topics included pursuing a general sales tax and why it would take a few years to cultivate a campaign for that type of election, being

specific about how the additional funds would be utilized and seeking community support for this effort. Explained by many during this discussion was the efforts being made by other destinations for this type of advertising campaign and the need to further promote our area as the Midwest's premier vacation destination.

MINUTES

Dexter Whitney made a motion to approve the January 28, 2016, TCLA Board meeting minutes. Larry McAfee seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Bob Renken made a motion to approve Bill #244. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported year-to-date collections for November, 2015, were up 1.9% compared to November, 2014. YTD for the first five (5) months of FY16, collections are up 5.5%.

LEGISLATIVE REPORT

John Olivarri, Alderman for the City of Osage Beach, announced his candidacy for Mayor of Osage Beach.

P.R. Firm Update – Jo Duncan with The Beenders-Walker Group spoke about recent public relations activities on behalf of TCLA. Ms. Duncan spoke about completed press releases and upcoming attendance at several professional media marketplaces scheduled for the spring. Several FAM tours were 'in the works' and they will keep the Board apprised of developments as they become available.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that the billboard campaign in St. Louis was secured for FY17 and he would speak later in the meeting regarding additional time on the billboards for June. Mr. Divincen recently spent time at the State Capitol testifying on Legislation proposed for school start dates and also visiting with Legislators regarding online vacation rental companies and the collection of lodging/tourism tax. Mr. Divincen also reported that he had been contacted by Ken Taylor with 'The Outdoor Guys Radio Show' about doing two (2) live broadcasts from the Lake of the Ozarks and indicated he was working on expanding his show to FM radio.

At this time, Michael Spriggs made a motion to move Agenda Item 16A-1 (Catch-A-Vet Funding Request) to be discussed before Agenda Item 13A (Group Sales). Bill Johnson seconded the motion, the motion passed unanimously.

(Agenda Item 16A-1) Catch-A-Vet Fishing Tournament requested \$3,500.00 for advertising and promotion of the event scheduled for May 20 & 21st, 2016, at Lake of the Ozarks. Gary Hollern, event organizer, spoke briefly to the Board about the history of the event and the addition of television coverage through a program called "Outdoors

Obsession”. Mr. Hollern spoke about the history of this event and explained that all proceeds, after expenses, goes directly to the ‘Gold Star Kids Project’ to benefit the children of veterans either injured or deceased in the line of duty. Mr. Hollern mentioned local fisherman that would be involved and plans for a fall tournament as well. The Board thanked Mr. Hollern for his time.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick spoke to the Board about upcoming events included a visit by two (2) members of the Can-Am Federation Board and Capitol Days on Tourism with Missouri Travel Council and MACVB. Ms. Fitzpatrick indicated details were being secured for fishing tournaments taking place in June and December, 2016.

Special Events Committee – Michael Spriggs, Chair – The Board briefly discussed the process of funding requests, no action was taken at this time.

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

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen covered information with the Board regarding utilizing the billboard opportunity in St. Louis for the month of June. Dexter Whitney made a motion to approve extending the St. Louis billboard campaign for the month of June with the additional cost of \$6,500.00 to be taken from FY16 TCLA Budget Line Item D-7, Special Events Reserve. Michael Spriggs seconded the motion. The motion passed unanimously.

Michael Spriggs made a motion to approve the FY17 TCLA Budget. After a brief discussion, Mr. Spriggs withdrew his motion.

After further discussion on changing line items within the budget, the following funding was proposed for each Business District:

Camden Small: \$361,138
Camden Medium: \$529,378
Camden Large: \$480,406
Miller Small: \$45,163
Miller Medium: \$123,401
Morgan Small: \$46,728

Bob Renken made a motion to approve the TCLA FY17 Budget as proposed above. Dexter Whitney seconded the motion. The motion passed unanimously.

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

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen briefly covered information contained within the website and social media reports included in the TCLA Board packets.

Local PR Committee – Bill Johnson, Chair – No report at this time.

CVB Update and Report – Tim Jacobsen briefly covered information regarding events and ‘happenings’ with the CVB – covering sport & travel shows, working on Restaurant Guide and the CVB Annual Dinner scheduled for March 24, 2016. Mr. Jacobsen spoke about Jim Divincen’s testimony regarding school start date and the impact of his economic statistics on this topic. Mr. Jacobsen also informed the Board that a scouting committee would be at the Lake this weekend for a potential Netflix series. He will keep the Board informed about this series.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of January, 2016, are down 3.8% compared to January, 2015.

Other Old Business

None at this time.

NEW BUSINESS

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

A1. Catch-A-Vet Tournament: Dexter Whitney made a motion to refer this funding request to the Business Districts for funding consideration. Bob Renken seconded the motion. The motion passed unanimously when voted upon.

Collection Update – Rebecca Green reported that a sale of a delinquent Camden Medium property is scheduled for Friday, February 19th. If this sale proceeds it is expected that the delinquent taxes will be paid at the time of the sale.

At this time Michael Spriggs provided the Board with statistics regarding the number of units, the average lodging tax dollars collected per unit and occupancy in each business district.

Fishing University Television Show Jim Divincen indicated an opportunity had been presented to be a filming location for the ‘Fishing University’ television show that airs on the Outdoor Channel in July 2017. No action was taken at this time.

Other New Business

Bill Johnson made a motion to recommend that the Lake of the Ozarks Area Business District of Camden County pursue through an election an increase in lodging tax to be utilized for television advertising. Larry McAfee seconded the motion. A roll call vote was

taken:

Sue Westenhaver: Yes

Michael Spriggs: Yes

Bob Renken: Yes

Dexter Whitney: Yes

Fred Dehner: Yes

Larry McAfee: Yes

Bill Johnson: Yes

The motion passed unanimously.

The next TCLA Board meeting will be held on March 24, 2016 at 2:00 p.m. at The Lodge of Four Seasons.

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 11:57 a.m.