

TRI-COUNTY LODGING ASSOCIATION

Thursday, February 16, 2017

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

TCLA Board Members Present:

Russell Burdette
Fred Dehner
Bill Johnson
Larry McAfee
Don Neuharth
Bob Renken
Sherry Shippee
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Larry Jones
John Peters

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Commissioner Brian Duncan
Presiding Commissioner James Bryant

Also present were Jim Divincen, Lagina Fitzpatrick, Tim Jacobsen, Roy & Nancy Witham, 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

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

PUBLIC COMMENTS

Tim Jacobsen presented Roy & Nancy Witham with a plaque from the Missouri Music Educators Association in appreciation for their years of service at their annual conference held at Tan-Tar-A Resort.

MINUTES

Bill Johnson made a motion to approve the January 26, 2017, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #253. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that October, 2016, lodging tax collections were up 23.2% compared to October, 2015. Year-to-date collections for the first four (4) months of FY17 are up 11.88%. Mr. Divincen indicates that more current collection information would be available in the near future.

FUNDING REQUESTS – None at this time.

Legislative Report – Russell Burdette, Chair – Russell Burdette, along with Jim Divincen, covered information regarding legislation with overnight vacation rentals, including the removal of language that would require homeowners to seek a business license to rent out their home to transient guests. Also part of this discussion was legislation filed that would protect homeowners from being assessed as commercial property if they are currently residential and decide to offer their property as an overnight rental.

Russell Burdette mentioned the topic of a campaign to propose a quarter-cent sales tax at Lake of the Ozarks. Mr. Burdette stated that the hope was that another entity at the Lake would propose the increase in order to increase funds to advertise and promote the Lake of the Ozarks.

Tim Jacobsen indicated that the CVB Executive Board was in the process of researching and gathering support for recreational fields for the Lake. This endeavor could also be funded through an increase in sales tax.

Public Relations Report – A report was included in Board packets for review.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about seeking resolutions in appreciation for the event coordinators of the Big Bass Bash, finalized scripts and the number of spots for the St. Louis Cardinals Radio Network, is working on sponsored Facebook posts for two (2) fishing tournaments, sent the FY18 Media Flowchart to H&L Partners for review and costs, attended a dinner with visiting Board members of the Association of Great Lakes Outdoor Writers and submitted the appropriate lodging numbers for the Missouri Hotel & Lodging Association membership.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick spoke about the upcoming Missouri Society of Association Executive retreat taking place at the Lake of the Ozarks in October. Ms. Fitzpatrick also mentioned the upcoming Missouri Travel Council event in Jefferson City on February 22nd and 23rd, 2017 – Capitol Days on Tourism and that several individuals at the Lake were planning on attending.

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

Fishing Tournament Committee – Bob Renken, Chair – Mr. Renken requested that all fishing tournament information be filtered through the Fishing Tournament Committee for input.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen reported that he was currently working to secure a replacement for one of the billboards in Kansas City. This would be at a lesser cost, but still have good visibility.

Employee Review Committee – No report at this time.

Website Committee Report – Michael Spriggs, Chair – Michael Spriggs commented that he was very encouraged and excited about the current numbers for the Funlake.com website. Tim Jacobsen spoke about ongoing updates and how the numbers are an ‘apples to apples’ comparison with the latest version of the website being launched in 2014.

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

CVB Update and Report – Tim Jacobsen indicated that the CVB was currently attending several sport & travel shows as well as gearing up for the upcoming Restaurant Guide. Mr. Jacobsen also mentioned the upcoming Capitol Days on Tourism event taking place next week.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake visits were up 36.5% for January, 2017, as compared with January, 2016.

Other Old Business – None at this time.

NEW BUSINESS

Other New Business

Collection Update - Rebecca Green indicated that they were working currently with the Camden County and Miller County Collector’s offices to get updated information.

CVB Building Update - Jim Divincen reported that Keith Miller with Columbia Associates Architecture updated their renderings of the proposed TCLA/CVB building to remove all office/meeting space from the lower level. One (1) other firm is creating renderings from this footprint as well. More information will be available at the March TCLA Board meeting.

Missouri Hotel & Lodging Association (MHLA) Board Position - Jim Divincen reported to the Board that Bryan Drew, General Manager of Camden on the Lake Resort, accepted the available Board seat offered to the Lake of the Ozarks on the Missouri Hotel & Lodging Association Board.

Michael Spriggs commented that Ameren Missouri had begun their project of replacing reinforcements at Bagnell Dam and was happy to learn that all concrete would be purchased locally for this project.

The next TCLA Board meeting will be held on Thursday, March 23, 2017 at 9:00 a.m. at the offices of the Camdenton Area Chamber of Commerce in Camdenton, MO. TCLA Board elections would also take place on this date.

A motion was made by Russell Burdette to adjourn the TCLA board meeting. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 10:16 a.m.