

TRI-COUNTY LODGING ASSOCIATION

Thursday, February 15, 2018

The Tri-County Lodging Association met at 9:00 a.m. at Quail's Nest Inn & Suites, Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Fred Dehner
Bob Renken
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
John Peters
Sherry Shippee

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

Also present were Jim Divincen, Tim Jacobsen, Eric Homan, Lagina Fitzpatrick, Alderman Richard Ross, Tony Windsor, Bob Radcliffe, Jeff Carroll, Paul Hooper, Bruce Vanderveld, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:02 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver requested that Agenda Item 14A be moved up to 7A on the Agenda.

Bob Renken made a motion to approve the agenda with the suggested change. Michael Spriggs seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Michael Spriggs made a motion to approve the January 18, 2018, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Ken Allen made a motion to approve Bill #263. Michael Spriggs seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen provided an updated lodging tax collection report. Lodging tax collections for the month of November 2017, finished up 15.73%, and December 2017 lodging tax collections were up 8.28%. Year-to-date collections for the first six (6) months of FY18 are up 3.97%.

PRESENTATION At this time the Board of Directors presented a plaque of appreciation to Jeff Carroll for all of his contribution to tourism through coordinating special events in the Lake area.

FUNDING REQUESTS

Catch-A-Vet This event will take place on May 18 & 19, 2018, and is requesting \$2,500.00 to cover advertising expenses. Tony Windsor and Bob Radcliffe were present from this organization to briefly discuss the event and answer questions. The Board thanked the gentlemen for their time and indicated they would make a decision regarding this tournament under 'Old Business' on the Agenda.

Short Bus Shuffle This event will take place on Saturday, March 17, 2018, and is requesting \$3,500.00 for the cost of bus rentals and a logistics coordinator. Lake West Chamber Executive Director Paul Hooper presented information on this event including statistics from the previous event. The Board thanked Mr. Hooper for his time and indicated that they would further discuss this event and request under 'Old Business' on the Agenda.

Legislative Report – Russell Burdette, Chair – The Board discussed the recent agreement between Air BnB and the State of Missouri Department of Revenue regarding the collection of all taxes on overnight rentals. TCLA attorney Marc Ellinger has contacted AirBnB to make certain the lodging taxes for the Lake of the Ozarks Area Business Districts of Camden, Miller, and Morgan Counties are included in this collection agreement, and has received no response.

Jim Divincen mentioned that the Legislative Reception has been rescheduled for March 22, 2018, between 6pm and 8pm at Tan-Tar-A Resort.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month.

Mr. Divincen reported that responses to RFP's for audit services for TCLA, the Business Districts, and CVB were included in their budget packets.

Mr. Divincen spoke briefly about research study options from H2R Research (Jerry Henry) and Guest Research Inc. (Scott Hannah). He added that Madden Media offers a program to track website clicks through their content story and retargeting campaigns, and that this could be recapped twice per year to evaluate.

Mr. Divincen reported on the status of the St. Louis Cardinals radio ads and has prepared scripts for the upcoming season's commercials. Mike Shannon will be recording the commercials for the upcoming season, with two (2) of the spots featuring information about the City of Osage Beach.

Mr. Divincen indicated that Liverpool Legends ticket sales were on pace for another successful concert event in March.

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 Games would be featured on an upcoming 'Eggs & Issues' Chamber breakfast on March 22nd. Also coming up is the monthly Can-Am Social at Domenico's on February 28, and a Texas Hold 'Em Tournament and Wine Tasting will be held at Seven Springs Winery on March 22nd.

The Board discussed the most effective avenues of prospecting group sales business, advertising for group business, and lost business due to lack of air service.

Special Events Committee – Russell Burdette, Chair – Russell Burdette asked that a meeting of this Committee be scheduled for March 7th, 2018, at 10:00 a.m. at his Your Lake Vacation Offices. Topics of discussion will be potential new events, funding new vs. ongoing events, and determining the parameters of a 'new' and 'ongoing' event.

Fishing Tournament Committee – Bob Renken, Chair – Bob Renken reported that between this time and the end of May, Regatta Permits show that 5,484 boats will be participating in tournaments on the Lake of the Ozarks.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs reviewed information regarding the FY19 TCLA proposed budget. The Board reviewed the scripts for the St. Louis Cardinals Radio ads at this time, and Michael Spriggs made a motion to approve the scripts as presented. Ken Allen seconded the motion. The motion passed unanimously.

The Board also reviewed print advertising options in Midwest Living Magazine, Family Circle, Heartland Outdoors, Outdoor Guide Magazine, and Missouri Life. Also discussed at this time was the digital advertising campaign through Madden Media which includes SEM, Content Story marketing, Retargeting ads. Billboards were proposed, with two (2) billboards placed in Kansas City and two (2) placed in St. Louis. Several events were included in the proposed budget as well, including Hot Summer Nights, Aquapalooza, Lake Race, and advertising assistance for events at Ozark Amphitheater.

The Board also discussed bids received for audit services and membership in the Missouri Hotel & Lodging Association.

At this time, Ken Allen made a motion to approve the FY19 TCLA Proposed Budget. Russell Burdette seconded the motion. Further discussion at this time was to eliminate the Missouri Life advertisement and Lake TV advertising for FY19. Other items discussed were the digital marketing items with Madden Media, with no changes proposed at this time. A

research study would be reviewed again in the next fiscal year. At this time, Russell Burdette made a motion to close discussion. Ken Allen seconded the motion. The motion passed unanimously.

At this time, the Board voted on the previous motion to approve the FY19 Budget with the proposed changes during the discussion phase. Ken Allen made the original motion, Russell Burdette seconded the motion. When voted upon, the motion passed unanimously.

The Budget Committee will also meet at the same time/date as the Special Events Committee on March 7th, 2018, at 10:00 a.m. at the Your Lake Vacation offices in Osage Beach, MO.

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

Website Committee Report – Michael Spriggs, Chair – A website report was provided in Board packets for review.

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

CVB Update and Report – Tim Jacobsen reported that the CVB is currently attending boat, sport, and travel shows, 12 total this season. The CVB sales staff is working on Restaurant Guide ads, as well as Vacation Guide ad sales for 2019.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake through January 31, 2018 finished down 8,181 clicks, or 13.9% compared to January 2017.

Other Old Business – At this time, the Board briefly discussed the Catch-A-Vet Fishing Tournament funding request. It was noted that this tournament is currently in the TCLA FY18 Budget with funds in the amount of \$1,000.00. Michael Spriggs made a motion to approve an additional \$1,500.00 in funding, with \$200.00 of this amount to be specifically utilized for sponsored Facebook posts, from Special Events Reserve, TCLA FY18 Budget Line Item D-7. Bob Renken seconded the motion. The motion passed unanimously.

The Board next discussed the funding request from the Short Bus Shuffle. Russell Burdette made a motion to request that the individual Business Districts review this funding request. Michael Spriggs seconded the motion. The motion passed unanimously.

NEW BUSINESS

Other New Business

The Board briefly discussed the option to place a display rack in the TCLA/CVB building lobby giving accommodation facilities the opportunity to display brochures. After a brief discussion, Russell Burdette made a motion to explore options and discuss further before making a decision. Ken Allen seconded the motion. The motion passed unanimously.

The next TCLA Board meeting will be held on Thursday, March 22, 2018, at 9:00 a.m.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:48 a.m.