

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, February 21, 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:**

Russell Burdette  
Jim Cleary  
Fred Dehner  
Mark Krantz  
Michael Spriggs  
Lance Utley  
Sue Westenhaver

### **TCLA Board Members Absent:**

Ken Allen  
Don Neuharth

### **Non-Voting Advisors Absent:**

Presiding Commissioner Greg Hasty  
Presiding Commissioner Tom Wright  
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Marjorie Beenders, Bruce Vanderveld, Mayor John Olivarri, Josh Schrock, Gary Hollern, and Rebecca Rupard.

### **CALL TO ORDER**

Chairman Sue Westenhaver called the meeting to order at 9:04 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

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

### **PUBLIC COMMENTS**

None were made at this time.

### **MINUTES**

Russell Burdette made a motion to approve the January 31, 2019, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Michael Spriggs made a motion to approve Bill #273. Russell Burdette seconded the motion. The motion passed unanimously.

### **FINANCIAL REPORT**

Jim Divincen reported on lodging tax collections. Lodging tax collections were down 14.2% for the month of December. Year-to-date collections for the first six (6) months of FY19 are down 2.59%. Rebecca Rupard explained that payments made after the deadline are reflected on the following month's collections report.

## **FUNDING REQUESTS**

**Wine in the Vines Walk & Run** This event taking place at Seven Springs Winery on April 6, 2019 and is expecting 850 people and is requesting \$2,000.00 for promoted Facebook posts. After a brief discussion, Russell Burdette made a motion to approve \$500.00 for promoted Facebook posts for the Wine in the Vines Walk & Run event. Michael Spriggs seconded the motion. The motion passed unanimously.

**Catch A Vet Fishing Tournament** This event taking place on May 17<sup>th</sup> and 18<sup>th</sup>, 2019, is requesting \$2,000.00 for advertising in TV, print, radio and social media. Tournament organizer, Gary Hollern, gave a brief history and update on this year's event.

**Help A Child Fishing Tournament** This event taking place on May 3<sup>rd</sup> and 4<sup>th</sup>, 2019, is requesting \$2,500.00 for advertising in TV, print, radio and social media. Gary Hollern is also the tournament organizer for this event and provided additional information.

The Board thanked Mr. Hollern for his time and the requests will be addressed later in the meeting.

**The Epic 150 Gravel Road Bicycle Race** - This event will take place on April 26<sup>th</sup> and 27<sup>th</sup>, 2019, and is requesting \$3,500.00 for either rooms or supplies for the participants to supply four (4) checkpoints. Josh Schrock, event organizer, explained more about this event to the Board, and indicated that any suggestions for marketing or promoting the event would be greatly appreciated. The Board thanked Mr. Schrock for his time and the request will be discussed later in the meeting.

**LEGISLATIVE REPORT** – Russell Burdette, Chair – The Board discussed that the School Start Date legislation is still being discussed at this time. Tim Jacobsen, Sue Westenhaver, and Rebecca Rupard attended Capital Days on Tourism recently and spoke to many legislators regarding approval of the Division of Tourism budget for FY20.

Mayor Olivarri reported that the City of Osage Beach saw a 17% revenue growth in January 2019. The Mayor indicated that the City of Osage Beach is very interested in the tournament soccer complex and has met with three (3) developers interested in participating in the RFP process.

The Board discussed the upcoming Legislative Ice Cream Social. The Board will refer to Jim Moody the question on whether this event would now be acceptable with the new “Clean Missouri” rules pertaining to lobbying, etc.

**Executive Director Report** – Jim Divincen reported that he had invited Division of Tourism Executive Director Ward Franz to attend a TCLA Board meeting. Mr. Franz is scheduled to attend the April meeting. Mr. Divincen discussed a meeting of the Budget Committee and is hoping for approval of the FY20 Budget at this meeting. He completed the second Business Journal article and met with Missouri Life Magazine representatives about the television program featuring Lake of the Ozarks.

**Internal Public Relations Report** – Rebecca Rupard reported that she recently met with The Beenders-Walker Group regarding current and upcoming PR activities and assistance she could provide. Ms. Rupard informed the Board that journalist Bill Geist was releasing a book in May titled: “Lake of the Ozarks: My Surreal Summers in a Vanishing America”. She mentioned working with The Beenders-Walker Group on contacting Bill Geist to discuss a visit to this area to promote this release. Ms. Rupard recently assisted with a mass email and mailing to all accommodation facility owners regarding the Destination Tournament Soccer Complex and has also processed all election materials to the County Courthouses for absentee voting through March 20<sup>th</sup>.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, briefly covered group sales information included in the report in Board packets. Ms. Fitzpatrick mentioned that she had recently toured Camp Wonderland, they are in the planning stages of offering overnight lodging and could be utilized by the general public soon. She mentioned that Can-Am Federation Board members would be visiting in March to visit with the Sports Committee members. Ms. Fitzpatrick added that she is working with TCLA and CVB staff to update group sales marketing materials.

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

**Fishing Tournament Committee** – Chair – Jim Divincen explained to the Board that Marcus Sykora expressed interest in being the Chairman of this Committee. After a brief discussion, Russell Burdette made a motion to approve Marcus Sykora being the Chairman of the TCLA Fishing Committee. Jim Cleary seconded the motion. The motion passed unanimously. Michael Spriggs also expressed that he would be willing to serve on this committee.

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair – The Budget Committee met earlier in the month and a proposed FY20 TCLA budget was provided to the Board. Several items were reviewed including digital marketing and advertising in print. Michael Spriggs made a motion to approve the TCLA FY20 Budget dated 2/7/2019. Russell Burdette seconded the motion. The motion passed unanimously.

**Employee Review Committee** – The Board will convene into a closed session under RSMo. 610.021 (3) later in the meeting.

**Website Committee Report** – Lance Utley, Chair – Lance Utley has reviewed the committee list and will be reaching out to see if anyone further has interest in serving on this committee. He hopes to schedule a meeting in the next thirty days.

**Building Committee** – Chair – Mark Krantz made a motion to dissolve the Building Committee. Fred Dehner seconded the motion. The motion passed unanimously.

**CVB Update and Report** – Tim Jacobsen reported that the CVB staff was currently attending sport and travel shows promoting the Lake and providing 2019 Vacation & Service Guides. He also added that the CVB Annual Dinner would be held on March 23, 2019.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of January 2019 were up almost 1% compared to January 2018.

**Destination Tournament Soccer Complex Discussion** At this time, the Board discussed the proposed Destination Tournament Soccer Complex. Board members were given time to express their opinion and to discuss details of this project. Following this discussion, Jim Cleary made a motion to support the continued pursuance of a destination tournament soccer development to be placed in the tri-county area and to encourage each of the three Business District Advisory Board members to vote in favor in their Business District meetings to pursue a ballot initiative during the next general election to raise the lodging tax amounts in their respective County to 6% for the purposes of constructing a destination tournament soccer complex. Fred Dehner seconded the motion. When voted upon, the majority voted in favor with Michael Spriggs opposing. The motion passed with the majority vote.

**Other Old Business** – Funding Requests were discussed at this time.

**The Epic 150 Gravel Road Bicycle Race** Mark Krantz made a motion to approve \$500.00 for this event in the form of a Hy-Vee gift card to purchase supplies for the four (4) checkpoints during the race. Fred Dehner seconded the motion. The motion passed unanimously.

**Catch A Vet and Help A Child Fishing Tournaments:** Michael Spriggs made a motion to approve \$1,000.00 for the Catch A Vet Tournament out of line item J12 (A) in the FY19 TCLA Budget, and \$1,000.00 for the Help A Child Tournament out of line item J14 in the FY19 TCLA Budget. Mark Krantz seconded the motion. The motion passed unanimously.

## **NEW BUSINESS**

**Other New Business** –

**Closed Session** - At this time (12:24 p.m.) Lance Utley made a motion to enter closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Mark Krantz seconded the motion. A roll call vote was taken:

Russell Burdette – Yes  
Jim Cleary - Yes  
Fred Dehner - Yes  
Mark Krantz - Yes  
Michael Spriggs – Yes  
Lance Utley - Yes  
Sue Westenhaver - Yes

The motion passed unanimously to enter closed session.

Lance Utley made a motion to adjourn the closed session at this time (12:31 p.m.). Fred Dehner seconded the motion. A roll call vote was taken:

Russell Burdette – Yes  
Jim Cleary - Yes  
Fred Dehner - Yes  
Mark Krantz - Yes  
Michael Spriggs – Yes  
Lance Utley - Yes  
Sue Westenhaver - Yes

The motion passed unanimously.

The next TCLA Board & Business District Advisory Board meetings and annual election is scheduled for Thursday, March 21, 2019.

There being no further business to come before the Board, Lance Utley made a motion to adjourn the TCLA board meeting. Fred Dehner seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:32 p.m.