

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 22, 2015

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

TCLA Board Members Present:

Fred Dehner
Alan D’Zurilla
Sheryl Elia
Bill Johnson
Sherry Shippee
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Mark Krantz
John Peters
Larry Jones

Non-Voting Advisors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Dexter Whitney, John Custer, Marjorie Beenders, Curt Mooney, Matt Sutcliffe, Michelle Cook, Don Welch, Jeff Carroll, 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

Sheryl Elia made a motion to approve the Agenda as presented. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

Michelle Cook appeared before the Board to thank them for their continued support of Lake of the Ozarks Eagle Days. She spoke briefly to the success of the event, and acknowledged that without the support of TCLA and CVB, the Eagle Days Committee would not be able to host this event and offer it free to the public.

MINUTES

Bill Johnson indicated that a correction needed to be made under “Web Committee Report”. The record needs to reflect that Michael Spriggs is currently the Chairman of this Committee.

Lance Utley made a motion to approve the December 4, 2014, TCLA Board meeting minutes with the suggested correction. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #233. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections through the month of November, 2014, compared to the month of November, 2013, were down 8.2%. Mr. Divincen noted that recent delinquent collection issues were a factor in this equation, and would hopefully be remedied in the near future.

FUNDING REQUESTS

- 1) **Mardi Gras Pub Crawl** The Lake of the Ozarks Mardi Gras Pub Crawl, scheduled for Saturday, February 21, 2015, requested \$7,500 for shuttles to and from participating hotels and for a portion of the security expense for the shuttles. Jeff Carroll appeared before the Board to give a brief summary and to answer any questions the Board may have with regard to this event.

The Board thanked Mr. Carroll for his time and would discuss this request at a later time during this meeting.

- 2) **Short Bus Shuffle** This event is scheduled for March 14, 2015, and is requesting \$7,800.00 to be utilized for billboard advertising and shuttle busses for the event. Curt Mooney with Rock Harbor Resort and Matt Sutcliffe with Bear Bottom Resort appeared before the Board to discuss the event and to answer any questions the Board may have with regard to this event.

The Board thanked Mr. Mooney and Mr. Sutcliffe for their time and will discuss this requests at a later time during this meeting.

LEGISLATIVE REPORT

The Board thanked Fred Dehner with Tan-Tar-A Resort for hosting the recent Legislative Reception. Jim Divincen announced that the Director for the Missouri Division of Tourism would be leaving her position for another in the Department of Economic Development once approved by the Senate. Mr. Divincen also noted that Bridal Cave provided cupcakes for this meeting as a thank you for assistance with the recent Missouri Department of Transportation signage issue.

P. R. FIRM UPDATE

Marjorie Beenders with The Beenders-Walker Group shared recent activities with regard to public relations on behalf of The Beenders-Walker Group. Ms. Beenders utilized this time of the meeting to discuss an upcoming event she will be organizing called "Cast & Blast". This event will host several outdoor writers and editors and they will be able to experience hunting and fishing at the Lake of the Ozarks. Ms. Beenders indicated that she would be working this into her annual budget, but would certainly appreciate any additional funding the Board might appropriate if possible. After further discussion, Fred Dehner made a motion to approve up to \$2,000.00 for the Cast & Blast event in April, 2015. \$1,000 would

be taken out of TCLA FY15 Budget Line Items D-7 and \$1,000 would be taken from Line Items E-2 (\$250.00), E-4 (\$250.00) and E-5 (\$500.00). Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen explained recent changes in the FY16 Media Plan with People Magazine. He explained that in place of advertising that was to run in People Magazine, advertising would now be placed in Better Homes & Gardens, Good Housekeeping and Family Circle. Mr. Divincen spoke about meeting with the City of Osage Beach regarding the St. Louis Cardinals Radio network advertising and explained that Mike Shannon has agreed to do the commercials at no charge. Mr. Divincen has been communicating with several County officials about working together to locate properties being utilized for overnight rentals in order to make certain the proper taxes are being collected.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick gave a brief overview of the Group Sales activities over the past month, and referred the Board to the Group Sales report included in their packets. Ms. Fitzpatrick gave an update on the bid process for the 2020 Can-Am Games, which is due April 4th, 2015. She reminded the Board that the Missouri Travel Council's Capitol Day on Tourism will take place on February 26th, 2015.

Special Events- Michael Spriggs, Chair – Michael Spriggs referred the Board to a “Funding Request Checklist” that was included in their packet. All requesting parties will now be required to complete this form when submitting their paperwork for funding requests.

Fishing Tournament Committee – Sheryl Elia, Chair – No report was given at this time.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Sue Westenhaver made a motion to authorize Fred Dehner to approve possible changes in the media plan that will add five (5) insertions to replace the advertising in People Magazine to be split between Better Homes & Gardens, Family Circle and Good Housekeeping. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

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

Web Site Committee Report – Michael Spriggs, Chair – Tim Jacobsen informed the Board that traffic to the Funlake.com website had increased by 2.5%. Mr. Jacobsen covered information about Facebook advertising and the program of retargeting ads. He added that a Website Committee meeting would take place February 11th from 1pm to 3pm at Quails Nest in Osage Beach.

Local PR Committee – Bill Johnson, Chair – Bill Johnson spoke briefly about the upcoming Lake Business Conference and wants to be sure this is marketed to accommodation facility owners/managers to encourage attending this event.

CVB Update and Report – Tim Jacobsen spoke to the Board about sport, boat and travel show season taking place currently and advised the Board that the CVB Annual Dinner will take place on March 19, 2015.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Inquiries have increased 2.5% year-to-date.

Cardinals Baseball Advertising – Bill Johnson made a motion to approve a 5th radio advertisement created for the City of Osage Beach into the rotation of advertisements created for Tri-County Lodging Association on the St. Louis Cardinals Radio Network. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

Jack Rabbit – 2 Year Agreement – Sheryl Elia made a motion to approve a two (2) year agreement with Jack Rabbit, online booking services, for \$19,000 each year, a savings from the one year contract price. Added to the motion is to amend the FY16 TCLA Budget for this adjusted amount. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

School Start Date Initiative – The Board discussed the issue of school start dates and the negative effect it has on tourism. Items discussed were other destinations and their feelings about this initiative, how sports affects the start dates and the possibility of a national organization that might be available to assist with these efforts. Jim Divincen was asked to check into the cost of drafting legislation regarding this issue.

Building Committee Reengagement – The CVB asked the TCLA Board to consider reengaging the Building Committee to begin searching for new office space for TCLA and the CVB. No action was taken at this time.

CVB Legal Opinion for Policy Changes – TCLA recently requested their attorney to review a policy for removing CVB benefits from accommodation facilities who were delinquent in remitting lodging taxes. The TCLA attorney, Marc Ellinger, suggested that the CVB obtain a separate legal opinion to address their policy changes. Bill Johnson made a motion to spend up to \$1,000.00 out of TCLA Budget Line Item I-1, and split the cost with the CVB, to obtain a legal opinion regarding the CVB's liability for removing benefits to delinquent accommodation facilities. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

Other Old Business – None at this time.

NEW BUSINESS

Funding Request Review – Sheryl Elia made a motion to approve the funding request submitted for the Lake of the Ozarks Pub Crawl in the amount of \$7,500.00. Michael Spriggs seconded the motion. With all opposing when voted upon, the motion failed.

Bill Johnson made a motion to approve the funding request submitted for the Short Bus Shuffle in the amount of \$7,800.00. Michael Spriggs seconded the motion. With all opposing this motion when voted upon, the motion failed.

Michael Spriggs then made a motion that the Business Districts review the funding requests presented at this meeting. Sheryl Elia seconded the motion. The motion passed unanimously when voted upon.

Collection Update – Rebecca Green would be providing individual Business Districts with collection information in their respective Business District meetings.

Missouri Highway Commission Letter – Jim Divincen noted that a letter sent to the Missouri Highway Commission regarding the removal of directional signs had been included in the Board packets. This letter was sent in support of businesses/attractions that would be negatively impacted by this action.

Other New Business

The next TCLA Board meeting will be held on February 19, 2015, at CoMo Electric in Laurie, Missouri.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Lance Utley seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:38 a.m.