

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 28, 2016

The Tri-County Lodging Association met at 9:00 a.m. at Camdenton Area Chamber of Commerce offices, Camdenton, Missouri.

TCLA Board Members Present:

Fred Dehner
Bill Johnson
Larry McAfee
Bob Renken
Sherry Shippee
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Larry Jones
Mark Krantz
John Peters
Michael Spriggs
Non Voting Advistors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Lagina Fitzpatrick, Paul Hooper, Jeana Woods, Marjorie Beenders, Michelle Cook, Jeff Carroll, Matt Sutcliffe, Curt Mooney, Nathan Bechtold, Larry Owens, and Rebecca Green.

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 'Funding Requests' be moved to Item 9A on the Agenda.

Dexter Whitney made a motion to approve the Agenda with the suggested change. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

Introductions were made of guests attending the meeting. Event coordinators for the Short Bus Shuffle (Paul Hooper/Curt Mooney/Matt Sutcliffe), Ultimate 80's Party w/Kim Carnes (Larry Owens), and Lake of the Ozarks Mardi Gras Pub Crawl (Jeff Carroll) briefly presented information about each of their events.

PUBLIC COMMENTS

Michelle Cook with Lake of the Ozarks Eagle Days spoke on behalf of the Eagle Days Committee to thank the TCLA Board for their support for this great event.

Matt Sutcliffe spoke briefly to the Board regarding School Start Date Legislation proposed and an upcoming hearing in Jefferson City on this Legislation.

MINUTES

Bill Johnson made a motion to approve the December 3, 2015, TCLA Board meeting minutes. Dexter Whitney seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Bill Johnson made a motion to approve Bill #243. Bob Renken seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported year-to-date collections for October, 2015, were up 8% compared to October, 2014. Collections for November, 2015, were up 1.9% over November, 2014. YTD for the first five (5) months of FY16, collections are up 5.5%.

LEGISLATIVE REPORT

Jim Divincen gave a brief Legislative Report. Mr. Divincen presented the Board with information regarding Representative Diane Franklin's proposed Legislation that would separate the Missouri State Highway Patrol (MSHP) and Water Patrol Division (House Bill 1960). After some discussion on this topic, Fred Dehner made a motion that the TCLA Board support the proposed Legislation to separate the Missouri State Highway Patrol (MSHP) and Water Patrol Divisions. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

Matt Sutcliffe explained to the Board Legislation being proposed regarding 'school start dates' and the Board discussed the effects this has on tourism and the economy of Missouri. Bill Johnson made a motion that the TCLA Board support 'school start date' Legislation as presented by Representative Jay Houghton (House Bill 1416). Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

Jeana Woods, City Administrator for the City of Osage Beach, reported that the City's Board of Aldermen had officially supported Rep. Franklin's House Bill 1960 as well. Ms. Woods also indicated that they were receiving several development inquiries and hoped these would lead to new business in the area.

P.R. Firm Update – Marjorie Beenders with The Beenders-Walker Group spoke about recent public relations activities on behalf of TCLA. Ms. Beenders spoke about media inquiries from press releases, upcoming media visits and FAM tours scheduled for the spring.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that billboard availability in St. Louis had been researched with more information to be covered during the "Budget Committee" portion of the meeting. He went on to say that the annual audits for TCLA and the Business Districts had been completed with no issues whatsoever, a Lake Today article had been completed and published, Missouri Society of Association Executives (MSAE) published an article about the Lake of the Ozarks being designated as the 'Best

Recreational Lake in the Nation' by USA Today readers, and future plans promoting this designation were being planned. Other activities include providing events to be highlighted on KRCCG's 'Rod's Big Ol' Fish' segment, attending a CVB Board meeting, and handling a collections issue in the Camden Medium category.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick spoke about upcoming events including the 2018 Can-Am Police-Fire Games, the Firefighter Combat Challenge, the Harley Owners' Group returning to the Lake and two (2) different fishing tournament events requesting funds/host fees (Major League Fishing and Bassmasters). This discussion led to the suggestion of creating a line-item within the TCLA budget specifically earmarked for fishing tournaments.

Special Events Committee – Michael Spriggs, Chair – No report 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 billboard opportunities in St. Louis. The Board requested the FY17 budget include billboard fees for St. Louis for the months of July-August, 2016 and May-June, 2017.

The Board discussed sponsorship for the upcoming HOG Rally, Sue Westenhaver made a motion to include \$10,000.00 in the FY17 TCLA Budget for HOG Rally sponsorship. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

The Board also discussed host fees/sponsorship for fishing tournaments. Dexter Whitney made a motion that \$60,000.00 be placed in a line item in the FY17 TCLA Budget specifically for fishing tournament host fees and/or sponsorships. Sue Westenhaver seconded the motion. The motion passed unanimously when voted upon. Immediately following this discussion the Board addressed the Bassmaster Tournament request. Dexter Whitney made a motion to authorize Lagina Fitzpatrick to offer up to \$10,000.00 to the Bassmaster fishing tournament to host their tournament at Lake of the Ozarks. Bob Renken seconded the motion. The motion passed unanimously when voted upon.

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.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of December, 2015, are up 69% compared to December, 2014. Year to date for the full calendar year 2015, Funlake visits are up 51%. For the full calendar year 2015, Vacation Guide inquiries are up .9%.

Audit Distribution and FY16 Audit Proposal – FY15 Audit reports were provided to the Board at the beginning of the meeting. Jim Divincen informed the Board that Sid Dulle had proposed for his final year of conducting TCLA and Business District Audit Services fees in the amount of \$8,320.00. Dexter Whitney made a motion to approve engaging Sid Dulle for FY16 audit services in the amount of \$8,320.00. Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

Other Old Business

None at this time.

NEW BUSINESS

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

A1. The Bridge & Dam Marathon requested funds in the amount of \$500.00 to promote their event in April, 2016, through TV spots in metro markets. After a brief discussion, Fred Dehner made a motion to approve funding for this event in the amount of \$500.00 out of FY16 TCLA Budget Line Item D-7, Special Events. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

A2. The Ultimate 80's Party with Kim Carnes taking place on June 11, 2016, at Casa de Loco Winery, requested funds in the amount of \$2,000.00 for advertising assistance. Fred Dehner made a motion to approve \$2,000.00 for the Ultimate 80's Party with Kim Carnes. Dexter Whitney seconded the motion. The motion failed when voted upon.

A3. The 6th Annual Short Bus Shuffle taking place on March 12, 2106, requested funds in the amount of \$7,350.00 to assist with print & billboard advertising and shuttle bus fees. Fred Dehner made a motion for this request to be considered by individual Business Districts for funding. Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

A4. Lake of the Ozarks Mardi Gras Pub Crawl taking place on February 20, 2016, requested funds in the amount of \$5,000.00 for hotel shuttles and security. Fred Dehner made a motion for this request to be considered by individual Business Districts for funding. Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

A5. Lake Race 2016 taking place on June 1-5, 2016, requested funds in the amount of \$5,000.00 for billboard advertising. Fred Dehner made a motion to approve \$1,000.00 out of TCLA Budget Line Item D-7, Special Events. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

Collection Update – Rebecca Green reported that a current lien filed against a Camden Medium property might possibly be resolved in the near future. Ms. Green also reported that several new facilities had reported collections in the past month.

Other New Business

Jim Divincen mentioned that a TCLA and CVB work group had met to discuss the feasibility study progress for recreational fields and the proposal of seeking a sales or lodging tax increase.

The next TCLA Board meeting will be held on February 18, 2016.

A motion was made by Larry McAfee to adjourn the TCLA board meeting. Bill Johnson seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 12:15 p.m.