

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 26, 2017

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

TCLA Board Members Present:

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

TCLA Board Members Absent:

Russell Burdette
Larry Jones
John Peters

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

Also present were Jim Divincen, Jim Moody, Lagina Fitzpatrick, Eric Homan, Mayor John Olivarri, Michelle Cook, Charlie King, Sandy Oden, Bruce Vanderveld, J.P. Sell, Ken Allen, 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. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

None at this time.

MINUTES

Larry McAfee made a motion to approve the December 9, 2016, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Bob Renken made a motion to approve Bill #252. Sherry Shippee 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%.

FUNDING REQUESTS –

A.1. International Federation of Black Bass Anglers (IFBBA) A funding request was submitted for consideration for the IFBBA Fishing Tournament to be held September 30 & October 1, 2017, in the amount of \$6,000.00. The funds would be utilized for advertising this tournament in magazines, online, and promoting at upcoming boat shows in Kansas City and St. Louis. Charlie King with IFBBA presented information to the Board and answered questions regarding this tournament, its frequency and format.

A.2. Teen Anglers Fishing Tournament A funding request was submitted for consideration for the Teen Anglers Fishing Tournament to be held March 11 & 12, 2017, in the amount of \$4,000.00. The funds would be utilized for scholarships for the teen angler participants. J.P. Sell, tournament coordinator, was present to provide further information about this tournament and organization.

Legislative Report – Jim Moody informed the Board that the Governor will release the State budget on February 1st. Mr. Moody covered facts already known about the budget, including \$146 million dollars withheld, with \$3 million dollars being withheld from the Division of Tourism. Higher education took an 8% cut as well, which is the equivalent to one month of operational costs. In other news, Amazon is going to start collecting sales tax for Missouri customers. The Board asked that Mr. Moody keep them informed regarding any legislation involving vacation rentals.

City of Osage Beach Mayor Olivarri spoke briefly about the recent sales tax numbers, up 34% from January, 2016, to January, 2017. Mayor Olivarri also mentioned that part of Nichols Road would be opened soon. Mayor Olivarri also spoke about grant funding being sought for the City Parks.

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 working on the FY18 TCLA Budget in preparation for the Missouri Matching Grant program application process. Mr. Divincen mentioned that over 3,800 participant names, addresses and email addresses were received from the Big Bass Bash recently, that he and Tim Jacobsen were currently working on the plans and meeting with contractors with regard to a new TCLA/CVB construction process, and he read an appreciation note to the Board from Jeff Carroll, event coordinator for the Lake of the Ozarks Mardi Gras Pub Crawl. Mr. Divincen also spoke about eight (8) upcoming radio commercials set to air on the St. Louis Cardinals Radio Network, and recently updated the advertising presentation with current statistics.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick spoke about the upcoming 2018 Can-Am Police-Fire Games and the Firefighter Combat Challenge coming back to the Lake in the fall

of 2017. Ms. Fitzpatrick also spoke about the recent and upcoming airings of the Major League Fishing shows.

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

Fishing Tournament Committee – Bob Renken, Chair – Mr. Renken also spoke about the Major League Fishing shows, and mentioned that the most recent episode had been viewed online 160,000 times. The series will replay in the summer of 2017.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen addressed the recent Missouri Division of Tourism budget cuts that will affect the Matching Marketing Grant funds program. After a brief discussion of the optional changes to the advertising plan for TCLA, Bob Renken made a motion to move advertising funding changes to the individual Business Districts for consideration. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

Bob Renken then made a motion to approve the FY18 TCLA Budget in the amount of \$1,618,453.00. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

Employee Review Committee – No report at this time.

Website Committee Report – Michael Spriggs, Chair – Eric Homan covered information included in the web report contained in the Board packets.

Local PR Committee – Bill Johnson, Chair – Mr. Johnson spoke briefly about a recent meeting regarding vacation rentals with the County Commissions of Camden, Miller, and Morgan Counties. Mr. Johnson indicated that it's good to keep an open line of communication between all parties.

CVB Update and Report – Eric Homan reported that 2017 Vacation Guide has been published and provided a copy to all attendees. Mr. Homan mentioned that Capitol Days on Tourism will be held in Jefferson City on February 22nd and 23rd, 2017. And he announced that that CVB Annual Dinner will be held on March 16, 2017, at Tan-Tar-A Resort.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake visits were up 11% for December, 2016, as compared with December, 2015. For the full calendar year ending 12/31/16, Funlake visits were up a record 1,168,747 compared to 2015, or up by 193,622 visits, equaling 20%. Year-to-date print inquiries through December, 2016, were down 16,265 or 51.7%.

Other Old Business – Funding Requests

IFBBA Tournament Bob Renken made a motion to approve funding this tournament in the amount of \$1,000.00 out of FY18 TCLA Budget Line Item J-11. Fred Dehner seconded the motion. When voted upon, the motion passed unanimously.

Teen Anglers Fishing Tournament Bill Johnson made a motion to ask the Business Districts to consider funding this request. Larry McAfee seconded the motion. When voted upon, the motion passed with the majority voting in favor of the motion. Michael Spriggs voted in the negative on this motion.

NEW BUSINESS

Other New Business

Collection Update - No report was given at this time. Rebecca Green did take a moment to explain to the Board the election process and how it is handled.

CVB Building Update - A discussion was held regarding the process of moving forward with plans to construct new TCLA/CVB offices.

Larry McAfee made a motion to move forward in support of the CVB's approval to get further documentation in order to receive bids for the construction of the new building. The motion died for lack of a second.

At this time Michael Spriggs suggested an interior building designer review the building to make certain the use of the space is what is needed and is most efficient.

Bob Renken made a motion to table the building discussion until February in order to have an interior design company review the current plans. Mr. Renken then withdrew his motion.

Don Neuharth made a motion to table this discussion in order to work with Jim Divincen and Tim Jacobsen on how best to move forward. The motion died for lack of a second.

Fred Dehner made a motion to take the 'footprint' of the building and to seek two (2) more designs to present to TCLA and CVB Board for approval and spend up to \$8,000.00 to do so. The new design should place all offices/meeting rooms on the main floor of the building. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

Missouri Hotel & Lodging Association (MHLA) Board Position Jim Divincen reported to the Board that MHLA has offered an open Board seat to a representative of this Board, or someone they would approve. The Board asked that Jim Divincen approach

Nicole Torres with Camden on the Lake Resort for this position.

Ad Effectiveness Study The Board was presented with an RFP to do an Ad Effectiveness Study by H2R Market Research. Bill Johnson made a motion to table this discussion. Bob Renken seconded the motion. The motion passed unanimously when voted upon.

The next TCLA Board meeting will be held on Thursday, February 16, 2016 at 9:00 a.m.

A motion was made by Don Neuharth to adjourn the TCLA board meeting. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 1:27 p.m.