

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 18, 2018

The Tri-County Lodging Association met at 9:00 a.m. at Central Bank Lake of the Ozarks, Main Branch, Osage Beach, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Bob Renken
Sherry Shippee
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Ken Allen
Jim Cleary
Fred Dehner
John Peters

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

Also present were Jim Divincen, Osage Beach Mayor John Olivarri, Jeff Carroll, Lagina Fitzpatrick, Shawna Landis, Pat Reilly, Bruce Vanderveld, Bill Morgan, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:06 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Michael Spriggs made a motion to approve the agenda as presented. Don Neuharth seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Don Neuharth made a motion to approve the December 7, 2017, TCLA Board meeting minutes. Bob Renken seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #262. Sherry Shippee seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections for the month of September 2017, finished up 29.08%. Year-to-date collections for the first four (4) months of FY18, lodging tax collections for the three counties are up 2.78%.

FUNDING REQUESTS

Mardi Gras Pub Crawl This event will take place on Saturday, February 17, 2018, and is requesting \$7,000.00 to cover expenses for shuttles and bus security. Jeff Carroll, the event organizer, was present to speak briefly about the event and indicated the event's marketing strategy was moving toward mostly social media and online advertising. Russell Burdette made a motion to move this funding request to the individual Business Districts for consideration. Michael Spriggs seconded the motion. The motion passed unanimously.

Help A Child Fishing Tournament This tournament will take place on Saturday, March 24, 2018, and is requesting \$2,000.00 for sponsored Facebook posts, advertising in St. Louis and Kansas City and other regional markets. After a brief discussion, Bob Renken made a motion to approve funding in the amount of \$500.00, the remaining balance of line item J-14, to promote this tournament through sponsored Facebook posts. Russell Burdette seconded the motion. The motion passed unanimously.

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.

Mayor Olivarri reported that the City is also considering the AirBnB tax agreement with the State to determine their position on sales and use tax regarding overnight lodging. Mayor Olivarri also mentioned the upcoming Polar Plunge and Easter Egg Hunt taking place in Osage Beach.

Jim Divincen mentioned that the Legislative Reception rescheduled date had not been set yet.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen announced to the Board that the Division of Tourism Director, Dan Lennon, had announced his upcoming retirement effective February 1st.

Mr. Divincen then gave the Board a comprehensive update on the status of the renovations on the new TCLA/CVB office building. Mr. Divincen thanked the Board on behalf of the TCLA and CVB staff for allowing the move into new offices. He further encouraged all those who had not visited to do so for a tour any time.

Mr. Divincen covered multiple topics including school start date statistics, Golf Council television commercials, changes for upcoming Big Bass Bash tournaments - \$100K prize for biggest bass caught in both spring and fall, requests for proposal sent for audit services, and

a discussion regarding research studies to possibly be conducted on advertising and/or visitors. Mr. Divincen would be checking with Jerry Henry and possibly Scott Hannah regarding these studies.

Mr. Divincen announced that the vacated Board position in the 300+ category in the Lake of the Ozarks Area Business District of Camden County had been filled through a recent special election. Jim Cleary with The Lodge of Four Seasons now occupies this seat through March of 2019.

Mr. Divincen also recently created editorial scripts for the KRCG campaign, and finally thanked Sherry Shippee for gifting the TCLA and CVB staff members with “New Office Survival Kits”.

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 Federation Board visited the Lake for meetings and to award the 2022 Games, which will be held in Windsor, Canada. Ms. Fitzpatrick also informed the Board that the next fundraising social for the Games would take place on Tuesday, January 31, 2018, from 5:30pm to 7:30pm at Tucker’s Shuckers in Lake Ozark, MO. Ms. Fitzpatrick noted that upcoming socials would be held at Domenico’s in February and Seven Springs Winery in March.

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

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs reviewed information discussed regarding the FY19 TCLA budget during a recent Budget Committee meeting. Part of this discussion included commissioning an audit and doing so annually, Cardinals Radio Network advertising proposed for \$100,000.00, utilizing less print and more digital advertising and possible research scenarios to obtain information from first-time visitors. Through this discussion it was suggested that other destinations be surveyed to find which research technique they utilize and have the most success with regarding responses.

Lagina Fitzpatrick explained advertising dollars proposed for Group Sales marketing through Connect Marketplace.

Also discussed at this time was the funds allocated for the CVB. Following this discussion, Don Neuarth made a motion for the TCLA Executive Board to meet with the CVB Executive Board to discuss possible audit scenarios for the two (2) entities for the purposes of fiscal transparency. Russell Burdette seconded the motion. The motion passed unanimously.

The Budget Committee scheduled a follow-up meeting for Wednesday, February 7th, 2018, at 9:00 a.m. with a location to be determined at a later date.

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 – Jim Divincen updated the Board about the building during the Executive Director’s Report.

CVB Update and Report – Shawna Landis reported that the sport, boat, and travel show season was in full swing with several staff members working shows in Kansas City and Iowa currently. The CVB is finishing up internet sales currently and getting ready to begin ad sales for Restaurant Guide. The CVB Annual Dinner will take place on March 15, 2018, at The Lodge of Four Seasons, and shortly after the CVB will host the Spring Harbor Hop in May. Ms. Landis also reported at the suggestion of CVB Executive Director Tim Jacobsen, that the Lake of the Ozarks Regional Economic Development Council will host its annual meeting on January 25th, 2018, at The Lodge of Four Seasons. Also mentioned was the upcoming Missouri Travel Council event: Capitol Days for Tourism, in Jefferson City on February 22, 2018.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake through December 2017 finished ahead of 2016 by 47,572, or up 4.1%.

Other Old Business – None at this time.

NEW BUSINESS

Other New Business

The Board discussed and agreed for the March TCLA Board meeting and annual election to take place on March 22, 2018.

At this time Michael Spriggs made a motion for Sherry Shippee to serve as Chairperson of the Website Committee. Sue Westenhaver seconded the motion. The motion passed unanimously.

The next TCLA Board meeting will be held on Thursday, February 15, 2018, at 9:00 a.m.

A motion was made by Bob Renken to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:41 a.m.