

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 31, 2019

The Tri-County Lodging Association met at 9:00 a.m. at Tan-Tar-A Resort in the Red Bud Room in Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

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

TCLA Board Members Absent:

Ken Allen

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, Eric Homan, Marjorie Beenders, Jim Moody, Bruce Vanderveld, Michelle Cook, Mayor John Olivarri, Alderman Kevin Rucker, Greg Cotton, David Ficklin, Darrell Law, Bill Johnson, Carl Clark, Dane Henry, Russell Clay, Gary Mitchell, Justin Farrell, J.P. Sell, Paul Alpers, and Rebecca Rupard.

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 asked that Item #9, Legislative Report, be moved up to #7A on the Agenda.

Don Neuharth made a motion to approve the Agenda with the suggested change. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

Michelle Cook appeared before the Board to thank them for their continued support of Eagle Days. Ms. Cook reported on statistics for this event and was pleased to report this year's event was a huge success.

MINUTES

Michael Spriggs made a motion to approve the December 6, 2018, TCLA Board meeting minutes. Mark Krantz seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #272. Michael Spriggs seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections were up 11%, or \$16,618.00 for the month of October. Collections for the month of November were down 28%, or \$24,163.00. Year-to-date collections for the first five (5) months of FY19 are down 1.95%.

LEGISLATIVE REPORT – Russell Burdette, Chair

Jim Moody reported on a recent hearing regarding School Start Date Legislation. He expressed that he felt that this hearing with the Agriculture Policy Committee was the best yet on this topic.

Mr. Moody also updated the Board on State budget issues. Currently the budget is down 7.59%. He will be monitoring this situation and keep the Board updated as information becomes available.

One additional item was mentioned, the Legislative Ice Cream is currently on the schedule for April 30th. Marjorie Beenders with The Beenders-Walker Group indicated that their firm would be confirming this event is in accordance with the “Clean Missouri Act”.

XO STRATEGIC PRESENTATION

Greg Cotton and David Ficklin, with XO Strategic, made a presentation to the Board and audience regarding their recent project analysis for a destination tournament soccer complex at the Lake of the Ozarks. The gentlemen first went through the history of this project exploration process. Information covered was the logistics regarding potential locations, market demand, financing this project, and the potential economic impact of 8 to 10 tournament soccer fields at the Lake of the Ozarks. The gentlemen explained that a tournament operator would need to be utilized to book tournaments, which would require participants to stay only in those accommodation facilities collecting and remitting lodging tax. Tournaments would be held mainly from March through May, and mid-August through November. The XO Strategic report findings also covered financing. The most feasible option would be to request from the voters an increase in lodging tax. During this portion of the discussion, sales taxes were discussed, and the effect of tournament soccer play in other areas including restaurants, attractions, and retail.

Questions from attendees included ownership of the site – which is to be determined, room rates remaining in control of the accommodation facility owners, timeframe of the project (6 to 9 months to design, 12 months to build), contracting with a tournament operator (Heartland Soccer Association was recommended) pending approval of the additional tax, and lights being included in the design of the project for night play.

The XO Strategic consultants stated that the optimum process would be to release an RFP for this project on March 1st, with a 30-day deadline. April 1st the committee would begin ranking the RFP's and May 1st the site selection would be made. They recommended that a site be chosen in the next ninety (90) days.

The TCLA Board asked the XO Strategic consultants if they would consider returning to the Lake to discuss this opportunity at a public meeting for all accommodation facility owners/managers. The gentlemen indicated that they would definitely be willing to do so.

FUNDING REQUESTS

High School Fishing Tournament - This tournament, scheduled for March 16-17, 2019, is requesting \$5,000.00 for twenty-five (25) \$250 scholarships. Event coordinator, J.P. Sell, was present to further explain this event and answer questions from the Board. The Board thanked Mr. Sell for his time and indicated that they would further discuss this request later in the meeting.

MO Bass Fishing Solo Pro Series - This tournament is scheduled for March 31, 2019 and is requesting \$1,000.00 for event payouts, organization operations, and giveaways. Sue Westenhaber made a motion to fund this tournament in the amount of \$1,000.00. Fred Dehner seconded the motion. When voted upon, all opposed this motion.

Teens Fishing for Scholarships - This tournament is scheduled for April 5-6, 2019 and is requesting \$10,000.00 to be split between scholarships (50%), a national tv show (25%), local advertising (25%), 12,000 trifold brochures and administration fees. Paul Alpers, tournament director, attending this meeting and presented information to the Board regarding this tournament and organization. The Board thanked Mr. Alpers for his time and will discuss this request later in the meeting.

The Epic 150 Gravel Road Bicycle Race - This funding request was postponed until the February TCLA Board meeting.

Executive Director Report – Jim Divincen reported on receipt of information from the Missouri Division of Tourism placing TCLA – the DMO for Camden, Miller, and Morgan Counties as a County Tourism Level 6. This level can request up to \$200,000.00 in the Matching Marketing Grant Program. If the Division of Tourism budget should be increased, this amount could possibly be increased to \$250,000.00. Mr. Divincen discussed a few advertising/budget items including Trip Advisor, promoted Facebook posts, and a 30-minute show with Missouri Life.

Michael Spriggs asked what formulas the Division of Tourism use when designating the County Tourism Level designations. Jim Divincen indicated that the formula had not been released, but once available he will share with the Board.

Internal Public Relations Report – Rebecca Rupard referred the Board to her report included in their packets.

Group Sales – Lagina Fitzpatrick, Director of Sales, briefly covered group sales information included in the report in Board packets. Ms. Fitzpatrick reminded the Board that the next Can-Am Social would be held on February 6th at Domenico's in Osage Beach. Ms. Fitzpatrick also added that Major League Fishing would be returning in the fall to the Lake of the Ozarks.

Special Events Committee – Russell Burdette, Chair –A meeting of this committee was scheduled for 10:00 a.m. on Thursday, February 7th, 2019, at the Your Lake Vacation offices.

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – A meeting of this committee was scheduled for 9:00 a.m. on Thursday, February 7th, 2019, at the Your Lake Vacation offices.

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

Website Committee Report – Chair – Lance Utley will now chair this committee.

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.

Other Old Business – None at this time.

NEW BUSINESS

AAA Midwest Traveler – Jim Divincen presented the Board with an advertising opportunity in AAA Midwest Traveler. This 1/3-page ad would appear in the May/June issue with the rate of \$2,992.00. Michael Spriggs made a motion to approve purchasing this 1/3-page ad in AAA Midwest Traveler in the amount of \$2,992.00 to be taken out of TCLA Budget Line Item N, General Reserve. Fred Dehner seconded the motion. The motion passed when voted upon, with Mark Krantz abstaining from the vote.

Annual Elections – Rebecca Rupard explained that a Call for Nominations would be sent out on February 4th for Board positions in Camden County Large category, Miller County 1 – 50 units category, Miller County 51 to 299 units category (both positions), and Morgan County 1 – 50 units category. Absentee ballots will be placed at the County Courthouses, in the County Clerk's office, on February 19th, and the election day will be March 21st.

Other New Business –

Funding Requests:

High School Fishing Tournament: Lance Utley made a motion to refer this request to the Business Districts for consideration. Fred Dehner seconded the motion. The motion passed unanimously.

Teens Fishing for Scholarships: Lance Utley made a motion to refer this request to the Business Districts for consideration. Fred Dehner seconded the motion. The motion passed unanimously.

The next TCLA Board & Business District Advisory Board meeting is scheduled for Thursday, February 21, 2019.

There being no further business to come before the Board, Don Neuharth made a motion to adjourn the TCLA board meeting. Mark Krantz seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:50 p.m.