

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 30, 2020

The Tri-County Lodging Association met at 9:00 a.m. at The Lodge at Old Kinderhook, 20 Eagle Ridge Road, Camdenton, Camden County, Missouri.

TCLA Board Members Present:

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

TCLA Board Members Absent:

Ken Allen

Non-Voting Advisors Absent:

Presiding Commissioner Tom Wright
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Laura Salamun (Point View Resort), Megan DeWitt (Bass Point Resort), Gail Griswold (Shawnee Bluff Winery), Laura Martin (Karis Cottages), Brian Nivert (Serenity Lake Cottages), Jackie Matheny (McGrath Ins. Group), Lindsay Graves (Graves & Associates), Mayor John Olivarri (Osage Beach), Alderman Richard Ross (Osage Beach), and Marjorie Beenders (The Beenders-Walker Group).

APPROVAL OF AGENDA

Sue Westenhaver requested that item 10E (Closed Session) be moved to item 13M.

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

PUBLIC COMMENTS – Megan DeWitt thanked the Board for providing more documentation on the TCLA website. Ms. DeWitt indicated that the link for the December Board minutes was not currently working and asked for the Business District meeting minutes to be made available as well.

MINUTES

Sue Westenhaver noted that a paragraph regarding the Destination Tournament Soccer Complex included in the minutes needed to be removed, it was from the previous meeting minutes in October.

Lance Utley made a motion to approve the December 5, 2019, TCLA Board meeting minutes with the suggested deletion. Don Neuharth seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

There were several inquiries regarding items on Bill List #282. Jim Cleary questioned the deposit into the Pitney Bowes account for \$20,000.00 to cover postage. He expressed that this seemed to be far above what would be reasonable and customary. Discussion included

the recent bulk mailings of the 2020 Vacation Guide, and the account being maintained to cover several months of postage.

Carmen Larison posed several questions at this time regarding Bill #282 and related topics. Ms. Larison asked about the cell phone expenses and suggested that a corporate account for all phones be researched. She asked for a breakdown of the health insurance charges, questioned the legal fees and Husch Blackwell Strategies charges.

Michael Spriggs asked that the charges covered by Eric Homan's CVB credit card for web hosting fees be listed as such on future bill lists.

Carmen Larison asked if the digital edition of the Vacation Guide could be made available for business websites. She also questioned if financial statements from Evers & Company could be prepared quarterly as opposed to monthly to be more cost effective. Bruce Vanderveld provided an explanation of this process and indicated the time would virtually be the same, cost wise, however he performs tasks at the pleasure of the Board and will do as he is asked. Ms. Larison inquired about costs of audits, and a small discussion took place regarding Morgan Medium category, with the understanding that no facilities are in this category currently.

Other topics included annual registrations for domain names, and an explanation regarding preparation and planning for payroll expenses.

Michael Spriggs made a motion to approve Bill #282. Don Neuharth seconded the motion. Jim Cleary voted in opposition to this motion. The motion passed with majority voting in favor.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections for the month of November 2019 were up 7.4% compared to November 2018. Year-to-date collections for the first five (5) months of FY20, were up 2.65% compared to FY19.

LEGISLATIVE REPORT – Russell Burdette, Chair – Russell Burdette shared information received from Jim Moody with Husch Blackwell Strategies. Information regarding Legislation relating to school start date exemptions and the proposed bill to allow riverboat gambling at the Lake of the Ozarks.

Mayor John Olivarri reported that the City of Osage Beach is down 2.5% in sales tax compared to this same time last year.

Michael Spriggs suggested that Jim Moody research the Legislation being proposed called "Hannah's Law" that pertains to the age required for life jacket use on waterways.

Executive Director Report – Jim Divincen reported on several items covering the past months. Mr. Divincen covered the numbers for website visits to Funlake.com from January 2019 through December 2019, which were 1,235,196. He added that visits to the lodging listings on this site were up 469%, which are most likely related to the key word search selections through the digital marketing efforts with Madden Media. Mr. Divincen noted

that the Collection Agreement between the Camden County Commission, Camden County Collector, and the Camden County Business District has been signed. Mr. Divincen has been in discussion with the new Versailles Chamber of Commerce Director regarding advertising and marketing of the annual Apple Festival. Also mentioned at this time were the recent Budget Committee meetings, drafting of an agreement with the County Clerk's offices to handle the Business District Board election process in its entirety, an amended Lodging Tax Collection Report, the formation of a "Frequently Asked Questions" section for the TCLA website, an RFP being sent out for media relations services, and thanked the CVB Staff for their assistance with a PowerPoint presentation. During this portion of the meeting an RFP was discussed to be sent for a research component for TCLA's advertising and marketing campaigns. Also discussed was the Business District boundary lines drawn when the Districts were formed, Carmen Larison inquired about legal descriptions for these boundaries.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Board packets regarding group sales activities. Ms. Fitzpatrick was pleased to report that each category of lodging had received RFP's during this time frame. Ms. Fitzpatrick informed the Board that upcoming Can-Am Games events included a social on April 8th at Dierberg's and another Fire and Law Enforcement BBQ showdown will take place during the Dogwood Festival on April 18th, 2020. Michael Spriggs requested information regarding the total pending revenue listed in the report. Lance Utley thanked Lagina Fitzpatrick and Jen West for all their hard work shown in this report. Carmen Larison inquired about the Teams conference; Ms. Fitzpatrick gave a brief explanation about this event.

Special Events Committee – Russell Burdette, Chair –No report was given at this time.

Fishing Tournament Committee – Marcus Sykora, Chair – Lagina Fitzpatrick would soon be meeting with Marcus Sykora regarding upcoming new fishing events proposed for the Lake of the Ozarks.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs reported that the Budget Committee has met twice and needs to schedule their next meeting. The next Budget Committee meeting will take place on Thursday, February 6, 2020, beginning at 9:00 a.m. at Margaritaville Resort in the Nautical Wheeler Room. Mr. Spriggs thanked Laura Salamun and Brian Nivert for their attendance at the previous meetings.

At this time Don Neuharth made a motion for Agenda Item 13B to be addressed as the speaker, Lindsay Graves, has a previous commitment that will require her to leave early. Michael Spriggs seconded the motion. The motion passed unanimously.

FY19 Business District Audits Update - Lindsay Graves with Graves & Associates went through an explanation of the findings during the recent audit of the Camden, Miller, and Morgan County Business Districts. Ms. Graves explained the process, what items were covered and how each Business District rated very well in all areas of this process. Each Business District received and 'unmodified opinion' which means no changes were suggested at this time.

Website Committee Report – Lance Utley, Chair – Mr. Utley referred the Board to the web report in their packets. He added that bids were being compiled for a website rebuild for Funlake.com, and this Committee would meet to review to make a recommendation to the Board.

CVB Update and Report – Tim Jacobsen gave an extensive report on CVB activities in the past month and upcoming events activities planned. The new 2020 Vacation Guide was published and is being distributed at the current sport, boat, and travel shows in the Midwest area. Mr. Jacobsen informed the Board that the CVB Annual Dinner will be held March 19, 2020, at Margaritaville Resort. Michael Spriggs inquired about other destinations that produce a ‘guide’ for their area. Mr. Jacobsen named several including Kansas City, St. Louis, Branson and Springfield. He added that most do not have the number of pages that the Lake of the Ozarks Vacation Guide includes.

OLD BUSINESS

Inquiry Update –Visits to Funlake.com for December were up 7.5%. For the full calendar year 2019, Funlake.com visits were up 21,269, for a total of 1,235,196.

Appointment of 1 to 50 Units TCLA Representative to the CVB Board – Michael Spriggs nominated Laura Salamun with Point View Resort to serve as the 1 to 50 Units TCLA Representative on the CVB Board. Don Neuharth seconded the motion. The motion passed unanimously. Don Neuharth made a motion to end nominations for this position. Russell Burdette seconded the motion. This motion passed unanimously.

Don Neuharth made a motion to approve Laura Salamun as the 1 to 50 Units Representative for TCLA on the CVB Board. Michael Spriggs seconded the motion. The motion passed unanimously.

Other Old Business – None at this time.

NEW BUSINESS

Funding Request: Lake of the Ozarks Beach Blast, to be held June 13-14, 2020. This is a youth fast pitch tournament to be held at the Osage Beach City Park and expecting 30 teams. They are requesting \$1500.00 to assist with the cost of umpires, which is expected to be approximately \$6880.00. After a brief discussion, Russell Burdette made a motion to approve \$1500.00 out of the Special Events Reserve Line Item (D-7) for this tournament. Michael Spriggs seconded the motion. The motion passed unanimously.

FY19 Business District Audit Update: The FY19 Business District Audits have been posted on the TCLA website.

Morgan County Election Update - Jim Divincen announced that Carmen Larison, owner of Bass Point Resort, had recently been elected to serve representing the Lake of the Ozarks Area Business District of Morgan County, 1 to 50 units category.

Lodging Tax Collection Form Update Jim Divincen reported to the Board that an update had been made to the Lodging Tax Collection form to include a mailing address as well as a physical address of the property/facility. Carmen Larison inquired about making changes to this form to remove the words “vacation home rentals”. After discussion, Sue Westenhaver made a motion to table this discussion. Don Neuharth seconded the motion. The motion passed unanimously.

TCLA Audit Discussion Jim Divincen reported that Graves & Associates had bid the TCLA audit services at \$5300.00. After some discussion regarding these services, Fred Dehner made a motion to send RFP’s out for FY20 TCLA Audit Services. Don Neuharth seconded the motion. The motion passed unanimously.

County Clerk’s Election Agreement – Jim Divincen explained that a draft of an agreement had been prepared and was being reviewed for the Camden County Clerk to handle the Business District Advisory Board elections in their entirety. A question was raised about including fees for this service, Mr. Divincen indicated he would inquire about adding language and/or a dollar figure in the agreement from legal counsel. Don Neuharth made a motion to table approval of the Election Agreement with the Camden County Clerk at this time. Michael Spriggs seconded the motion. The motion passed unanimously.

Change in Meeting Date – Jim Divincen reported that the Camden County Commissioners requested that TCLA Board meetings be moved from Thursdays as this conflicts with County Commission meetings. After a brief discussion, Sue Westenhaver made a motion to change TCLA Board and Business District meeting days to Wednesdays for the next three (3) months, February, March, and April. Michael Spriggs seconded the motion. The motion passed unanimously.

Media Relations RFP – Jim Divincen provided in the Board packets a Media Relations RFP for approval to send out to approximately 13 or 14 media relations vendors. Russell Burdette made a motion to send out the Media Relations RFP as presented. Don Neuharth seconded the motion. The motion passed unanimously. Once received, several Board members expressed interest in reviewing and making a recommendation for these services. Those who wish to be included are Carmen Larison, Don Neuharth, Jim Cleary, Lance Utley, Michael Spriggs, and Russell Burdette.

TCLA Website Updates – Jim Divincen reported that a section for “Frequently Asked Questions” was being developed for the TCLA website. He encouraged anyone with suggestions to forward them on for inclusion.

TCLA By-Law Updates – Jim Divincen informed the Board that the By-Laws were still in process of being updated. He further explained that this could be completed once the Election Agreements are finalized with the County Clerk’s offices.

Performance Audit – The Board discussed performance audits, and costs associated as well as qualified parties to conduct such an audit. Russell Burdette offered to host a meeting to discuss this further on Tuesday, February 11, 2020, at 10:00 a.m. at his Your Lake Vacation offices in Osage Beach, MO.

Other New Business – Jim Divincen updated the Board regarding a research study to measure the effectiveness of the advertising campaigns. He explained that this sort of study will advise where the customers come from, what they do while here, and how much they spend. Mr. Divincen was requested to send out the most recent study from 2015 to review. Russell Burdette made a motion to send out an RFP for a Research/Marketing Study. Don Neuharth seconded the motion. The motion passed unanimously.

Closed Session: At this time (12:20 p.m.) Mark Krantz made a motion to enter closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Jim Cleary seconded the motion. A roll call vote was taken:

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

The motion passed unanimously to enter closed session.

Michael Spriggs made a motion to adjourn the closed session at this time (1:10 p.m.). Jim Cleary seconded the motion. A roll call vote was taken:

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

There being no further business to come before the Board, Michael Spriggs made a motion to adjourn the TCLA board meeting. Jim Cleary seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 1:11 p.m.