

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, June 25, 2015

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

### **TCLA Board Members Present:**

Bill Johnson  
Larry Jones  
Mark Krantz  
John Peters  
Sherry Shippee  
Michael Spriggs  
Sue Westenhaver  
Dexter Whitney

### **TCLA Board Members Absent:**

Fred Dehner  
Alan D'Zurilla

### **Non-Voting Advisors Absent:**

Commissioner Greg Hasty  
Commissioner Brian Duncan  
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Lagina Fitzpatrick, Chris Moody, Representative Rocky Miller, Alderman John Olivarri, and Rebecca Green.

### **CALL TO ORDER**

Chairman Sue Westenhaver called the meeting to order at 9:04 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

Jim Divincen requested that the item "Wine & Brew Fest Press Release" be added to the Public Relations portion of the agenda.

Michael Spriggs made a motion to approve the Agenda with the suggested addition. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

### **PUBLIC COMMENTS**

No comments were given at this time.

### **MINUTES**

Michael Spriggs made a motion to approve the May 28, 2015, TCLA Board meeting minutes. John Peters seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

John Peters made a motion to approve Bill #238. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon.

## **FINANCIAL REPORT**

Jim Divincen reported that lodging tax collections for the month of April 2015, compared to the month of April 2014, were down 6%. Year-to-date collections are up .83%.

**FUNDING REQUESTS** – None were presented at this time.

## **LEGISLATIVE REPORT**

Chris Moody spoke briefly to the Board about recent Legislation signed into law by the Governor relating to fire extinguishers on boats and fuel tax exemptions for marinas.

Representative Rocky Miller shared several pieces of information, including the new name of the Osage Beach Expressway from Key Largo to the Grand Glaize Bridge. The new name will be “Veterans Memorial Expressway”. Representative Miller also mentioned that the State Budget Director Linda Luebbering was retiring and that he and Representatives Franklin and Wood were watching closely the current situation with the proposed demotion of Sgt. Randy Henry with the Missouri State Highway Patrol – Water Division.

Alderman John Olivarri with the City of Osage Beach reported that the City TIF Commission had approved the proposed TIF by Arrowhead Development. Alderman Olivarri reported on the success of the City’s first “Welcome to Summer” event and indicated that sales tax numbers were up 27% through April 2015.

At this time Mark Krantz thanked everyone who attended Keys to the Lake open house the previous week.

**P.R. Firm Update** – A PR report was distributed to the Board and attendees outlining PR activities that occurred during the month of May.

Jim Divincen explained to the Board that The Beenders-Walker Group, as part of their PR plan for TCLA, had created a press release highlighting the upcoming ‘Wine & Brew Fest’ hosted by the Lake Area Chamber of Commerce at Country Club Hotel. Mr. Divincen explained that due to the current situation with Country Club Hotel and their delinquent tax status, he is requesting Board input with issuing a press release advertising an event at a delinquent facility. The discussion included setting a precedent, and wanting to support the Lake Area Chamber and their efforts. Following this discussion, Bill Johnson made a motion to support issuing a press release for the ‘Wine & Brew Fest’. Larry Jones seconded the motion. When voted upon, the majority of the Board opposed this motion, therefore the motion failed. The press release will not be issued.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that Ameren Local 148 Fishing Tournament would be held on September 12<sup>th</sup>, that the Division of Tourism notified TCLA of the Promote Missouri Fund Award in the amount of \$200,000.00, and that Bob Bueltmann “Bassin’ Bob” and Old Kinderhook were considering hosting a joint fishing/golf ‘invite only’ tournament. Mr. Divincen reported that he recently

received communications from the LOTO Wedding Association and they have requested that TCLA poll their facilities about their wedding business. After a brief discussion, Michael Spriggs made a motion that TCLA should not poll their accommodation facilities for information about their weddings per the LOTO Wedding Association request. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon. Other topics included the Kohls Cup Soccer Tournament and the current tax issue with the Camden County Assessor.

**Group Sales** – Lagina Fitzpatrick informed the Board that the Can-Am Board of Directors would be visiting the Lake June 25<sup>th</sup> through 28<sup>th</sup>, 2015, as their site visit to consider the Lake as the destination of the 2020 Can-Am Games. Ms. Fitzpatrick thanked the Board for their support of this endeavor.

**Special Events Committee** – Michael Spriggs, Chair – Jim Divincen reported that the Kohls Cup Soccer Tournament organizer had contacted the TCLA offices and indicated there was a shortfall of \$646.10 to cover the cost of medals for all the participants of this tournament. Mr. Divincen explained that the Lake of the Ozarks Area Business District of Camden County – Medium Category had approved covering this immediate expense needed. Michael Spriggs made a motion to cover the cost of medals for the upcoming Kohls Cup Soccer Tournament in the amount of \$646.10 to be taken out of the TCLA FY15 Budget from line item D-7 and credit this amount back to the Lake of the Ozarks Area Business District of Camden Medium category. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

**Fishing Tournament Committee** – Sue Westenhaver indicated that the Chairman position was currently vacant on this Committee. After a brief discussion, the Board appointed Michael Spriggs as Chairman of the Fishing Tournament Committee.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – No report was given at this time.

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

**Website Committee Report** – Michael Spriggs, Chair – Tim Jacobsen indicated a web report was included in the TCLA Board packets for their review. Mr. Jacobsen described updates that will soon take place for IOS systems.

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson explained that he and the Lake of the Ozarks Board of Realtors were following the progress of residential properties, who are participating as a vacation rental, are being notified their tax rates in Camden County will be changed to ‘commercial’ status.

**CVB Update and Report** – Tim Jacobsen spoke to the Board about activities currently happening with the CVB and staff.

Mr. Jacobsen distributed information received for completing a recreational feasibility study to identify which type of facility, i.e. baseball/softball/soccer fields, would generate the most revenue. The approximate cost of the study would be approximately \$40,000.00. Following the discussion, Michael Spriggs made a motion to discuss the cost of the study in the Lake of the Ozarks Area Business District of Camden County meeting. Dexter Whitney seconded the motion. The motion passed unanimously when voted upon. Noted at this time was the CVB Board had approved \$10,000.00 to go towards this study.

During this portion of the meeting Mr. Jacobsen indicate that the CVB would like to update some of their video equipment, including a new video camera, drone and updated Go Pro camera. After a discussion regarding the equipment, Michael Spriggs made a motion to reduce TCLA Budget Line Item D-7 in the amount of \$2,600.00 and increase Line Item H-1 from FY15 TCLA Budget, with \$2,600.00 to cover the costs of the new equipment. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

At this time the TCLA Board needed to appoint a representative from the Medium Category to fill the vacant position on the CVB Board. Michael Spriggs made a motion to open the floor for nominations to fill the Medium Category position on the CVB Board. John Peters seconded the motion. The motion passed unanimously. Sue Westenhaver nominated Dexter Whitney to fill this vacant position on the CVB Board. With no more nominations being offered at this time, Michael Spriggs made a motion to close the floor for nominations for the Medium Category position on the CVB Board. John Peters seconded the motion. The motion passed unanimously. The Board approved the nomination of Dexter Whitney to fulfill the vacancy on the CVB Board representing the Medium Category of Accommodation Facilities.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review.

Tim Jacobsen asked the TCLA Board to consider funding for a direct mailing of 10,000 Vacation Guides to a chosen audience in affluent areas in Missouri and Kansas. The cost would be approximately \$6,000.00. Bill Johnson made a motion to approve increasing the FY16 TCLA Budget in the amount of \$6,000.00 to cover the cost of completing a direct mailing of Vacation Guides. Dexter Whitney seconded the motion. The motion passed with the majority voting in favor, Larry Jones voted against this motion.

**CVB Office Building Architectural RFP Bid Status** – Jim Divincen reported that this process was underway of obtaining bids for architectural services to construct a new CVB office building. Currently three (3) different architects had offered bids for architectural services. Mr. Divincen will send the information via email to the Board for their review at the August Board meeting.

**Other Old Business** – None at this time.

## **NEW BUSINESS**

**Funding Request Review** – None at this time.

**Collection Update** – Rebecca Green explained that the newly formed Lodging Tax Committee met to discuss how to handle new accommodation facilities who would like to receive TCLA benefits as soon as possible. Ms. Green was instructed to utilize the following verbiage when new accommodation facility owners/managers contact the TCLA office:

“As a new accommodation facility collecting lodging tax, our Board suggests that you remit monthly payments for one (1) year to the appropriate County Collector’s office in order to expedite the process for your accommodation facility to receive the promotional benefits available to you.”

Dexter Whitney made a motion to formally adopt the new verbiage to be utilized for new accommodation facilities that contact the TCLA office. Michael Spriggs seconded the motion. The motion passed unanimously.

**Other New Business**

Michael Spriggs asked that a Committee be formed to discuss the TCLA meeting agendas and those required to attend meetings, in an effort to standardize the meetings. Mr. Spriggs will serve on this Committee as well as Sue Westenhaver.

The next TCLA Board meeting will be held on August 20, 2015.

A motion was made by Dexter Whitney to adjourn the TCLA board meeting. John Peters seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:55 a.m.