

TRI-COUNTY LODGING ASSOCIATION

Thursday, June 2, 2016

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

TCLA Board Members Present:

Russell Burdette
Fred Dehner
Bill Johnson
Larry Jones
Larry McAfee
John Peters
Bob Renken
Sherry Shippee
Michael Spriggs
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Non-Voting Advisors Present:
Presiding Commissioner Greg Hasty

Non-Voting Advisors Absent:
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Marjorie Beenders, Lagina Fitzpatrick, Herb Keck, Mark Shellenberg, Marty McGuire, Representative Rocky Miller, Jim Moody, Chris Moody, Mayor John Olivarri, 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

Chairman Sue Westenhaver requested that the check presentation to Herb Keck & Mark Shellenberg be made as Agenda Item 3A.

Russell Burdette made a motion to approve the Agenda with the suggested change. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

Introductions were made of guests attending the meeting.

PUBLIC COMMENTS

None at this time.

MINUTES

Larry Jones made a motion to approve the April 21st, 2016, TCLA Board meeting minutes. Larry McAfee seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Dexter Whitney made a motion to approve Bill #247. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Lodging tax collections for the first eight (8) months of FY16 are up 4.11%.

FUNDING REQUESTS – None at this time.

LEGISLATIVE REPORT – Dexter Whitney, Chairman

Dexter Whitney reported that he recently attended a Board of Directors meeting for the Missouri Hotel & Lodging Association.

Jim Moody reported on several pieces of Legislation and their status at the end of the most recent session. Mr. Moody reported on SB 1117, HB 2662, and HB 2704. Several pieces of Legislation were focused on overnight vacation rentals, mainly dealing with the entity responsible for collecting the required taxes, the assessment of overnight rentals in residential communities as commercial properties, and municipalities being given the authority to prohibit overnight rentals in residential communities within their boundaries.

Bill Johnson indicated that his belief is that the Legislation passed in 1993 regarding the collection of lodging tax for overnight rentals does not include residential homes & condos and therefore the collection of lodging tax for this type of rental is illegal.

A discussion was held regarding the enabling legislation and subsequent case law supporting the position that homes & condos utilized for overnight rentals are subject to lodging taxes. Also discussed was a recent Court ruling that homeowner's associations do not have the authority to restrict residential properties from being used as overnight rentals.

Representative Rocky Miller spoke briefly about the proposed Legislation that would place the tax collection responsibility onto the facilitation platform utilized online that advertises the overnight rental, i.e. VRBO, AirBnB, HomeAway, etc. Representative Miller believe that this Legislation will be addressed again beginning in the upcoming fall session.

Also discussed was the recent movement by Representative Diane Franklin to form a committee to address issues concerning overnight rentals.

The Board agreed that Tri-County Lodging Association should stay involved in the discussions and possibly have members serve on this new Committee.

Jim Moody concluded by sharing that other pieces of Legislation presented did not pass including pieces on dock electrical safety, school start date, and wake provisions for Missouri waterways.

Mayor Olivarri invited everyone to attend the Festival of Speed in Osage Beach this evening.

Public Relations Report – Marjorie Beenders presented information to the Board regarding recent public relations efforts on behalf of TCLA.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about creating scripts for upcoming advertising with Lake TV in the Peoria, Illinois market. Mr. Divincen reported that the promoted Facebook posts regarding the designation as the ‘Best Recreational Lake in the Nation’ have been the most successful in the Lake of the Ozarks Facebook page history. Other activities include arranging a photo/video shoot to take place June 9th and 10th, the Big Bass Bash having a record number of participants in April (2650) and their October tournament celebrating their 10 year anniversary by giving away \$100,000.00 for the biggest bass.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick thanked the City of Osage Beach for their recent monetary support of the Can-Am Police-Fire Games in 2018 and the upcoming Firefighter Combat Challenge. Ms. Fitzpatrick also provided an update about the upcoming Major League Fishing tournament in mid-June.

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

Fishing Tournament Committee – Bob Renken, Chair - Bob Renken mentioned that this Committee had recently held a meeting and indicated that they would become more involved in selecting fishing tournaments that would be beneficial to the Lake of the Ozarks.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen reminded the Board of the September 14, 2016, Cardinal Radio Network event in St. Louis.

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

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen briefly covered website information included in the TCLA Board packets.

Local PR Committee – Bill Johnson, Chair – Bill Johnson thanked Presiding Commissioner Greg Hasty, Mayor John Olivarri and Representative Rocky Miller for attending this meeting. Bill Johnson asked that Presiding Commissioner Hasty inform Representative Franklin that he would volunteer to serve on the new Committee she is forming regarding overnight rentals.

CVB Update and Report – Tim Jacobsen briefly covered information regarding events and ‘happenings’ with the CVB – Restaurant Guide, membership sales, and Harbor Hop results. Mr. Jacobsen indicated that the TCLA Board members representing the Small, Medium and Large categories on the CVB Board had agreed to serve another term if approved. Bill Johnson made a motion that Sherry Shippee (Small Category), Dexter Whitney (Medium Category) and Carl Clark (Large Category) serve another term on the CVB Board. Larry

McAfee seconded the motion. The motion passed unanimously.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of April, 2016, are up 12.7% compared to April, 2015.

Facebook Promotion – The ‘Best Recreational Lake’ Facebook promotions results include a reach of 551,504 unique views, 225,314 engagement actions with a \$0.01 cost-per-engagement. By far this was the most successful sponsored Facebook post.

Other Old Business

None at this time.

NEW BUSINESS

Collection Update – No report was given at this time.

Other New Business – None at this time.

The next TCLA Board meeting will be held on August 11, 2016 at 9:00 a.m.

A motion was made by Bill Johnson to adjourn the TCLA board meeting. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:07 a.m.