

# TRI-COUNTY LODGING ASSOCIATION

Thursday, June 22, 2017

The Tri-County Lodging Association met at 9:00 a.m. at Camdenton Area Chamber of Commerce, Camdenton, Missouri.

## TCLA Board Members Present:

Ken Allen  
Russell Burdette  
Fred Dehner  
Larry McAfee  
Don Neuharth  
Bob Renken  
Sherry Shippee  
Sue Westenhaver

## TCLA Board Members Absent:

John Peters  
Michael Spriggs

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

Also present were Jim Divincen, Tim Jacobsen, Mayor John Olivarri, Jim Moody, Jen West, Cindy Stauch, 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**

Sue Westenhaver asked that the Closed Session proposed under "Employee Review Committee" be moved to the end of the Agenda.

Don Neuharth made a motion to approve the agenda with the suggested change. Sherry Shippee seconded the motion. The motion passed unanimously.

## **PUBLIC COMMENTS**

No comments were received at this time.

## **MINUTES**

Russell Burdette made a motion to approve the May 18, 2017 TCLA Board meeting minutes. Don Neuharth seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Russell Burdette made a motion to approve Bill #257. Ken Allen seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

Jim Divincen reported that year-to-date collections for the first ten (10) months of FY17 are up 6.04%. For the month of April, 2017, collections were down 10.6% in comparison with April, 2016.

## **FUNDING REQUESTS –**

**Help A Child Missouri Bass Club Championship** – The event coordinator for this tournament is requesting \$2,000.00 to assist with advertising and promotion. The tournament will be held on October 14, 2017, and is expecting 100+ anglers. Jim Divincen explained the history of this tournament and previous funding, and further explained that the TCLA attorney has recommended that TCLA be added to insurance coverage for events approved for funding. Don Neuharth made a motion to approve funding in the amount of \$2,000.00 from the FY17 Fishing Reserve Line Item (J-11) to pay advertising costs directly, with proof of insurance, and TCLA being named an insured entity on the binder, is to be presented prior to funds being spent. Bob Renken seconded the motion. The motion passed unanimously.

**Legislative Report** – Russell Burdette, Chair – Jim Moody discussed various pieces of Legislation. Mr. Moody explained the upcoming Special Session called by Governor Greitens. Mr. Moody also gave the Board insight into the State budget. A brief discussion was held regarding property assessments and vacation rental taxes.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen reported that a recent sponsored Facebook post for the Festival of Speed reached 185,000. Mr. Divincen also met with Bruce Vanderveld regarding the FY18 TCLA Budget, executed the St. Louis Cardinals Radio Network contract for radio commercials, received information regarding the spring Big Bass Bash which had 2,864 participants, learned that the recent Wicked Wine Run hosted 680 participants, spent time putting together information for the TCLA/CVB office relocation endeavor, is currently working with Brent Frazee for a story regarding sinking brush piles as fish habitat, and will soon submit scripts for Rod's Big Ol' Fish on KRCG and The Outdoor Guys Radio show in Kansas City. He also has sent three (3) RFP's for TCLA's annual audit services, met with the incoming Camden County Assessor and thanked Rebecca Green for her assistance on a recent Missouri Division of Tourism video shoot. He also thanked Lagina Fitzpatrick and Jen West for all their hard work on a recent Can-Am Police-Fire Games fundraiser.

**Group Sales** – Jen West, Group Sales Manager, covered the Group Sales report included in the Board packets.

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

**Fishing Tournament Committee** – Bob Renken, Chair – Bob Renken explained to the Board that the FLW Costa Series, which would draw 200+ boats to the area, would require \$7,500.00 to host this event at the Lake of the Ozarks. Don Neuharth made a motion to pre-approve \$7,500.00 out of the FY19 TCLA Budget Fishing Line Item for the FLW Costa Tournament. Bob Renken seconded the motion. The motion passed unanimously.

**Advertising/Budget/Public Relations** – Fred Dehner, Chair – Jim Divincen explained to the Board that the Missouri Division of Tourism is coordinating a journalist FAM tour, with up to five (5) journalists from several countries, to cover stories about the upcoming Netflix release “Ozark” set in and partially filmed at the Lake of the Ozarks. Mr. Divincen explained that additional funds might be needed to make certain the journalists experience all that the Lake of the Ozarks has to offer. Don Neuharth made a motion to approve funds up to \$3,000.00 out of FY17 TCLA Budget – Special Events Reserve Line Item (D-7) for hosting international travel writers in July 2017. Russell Burdette seconded the motion. The motion passed unanimously.

**Employee Review Committee** – A closed session will be held at the end of the meeting.

**Website Committee Report** – Michael Spriggs, Chair – Tim Jacobsen reported on website statistics in the Web Report included in Board packets.

**Building Committee** – Bob Renken, Chair – Bob Renken spoke about two (2) options being considered for office space for TCLA and CVB. One option would be a building purchase, the other option would be to lease office space. After a discussion on funding and building options, Ken Allen made a motion that the TCLA Board support the choice to purchase an office building, to move forward with gathering information in order to proceed, and give the authority to the TCLA leadership to negotiate the purchase in conjunction with the leadership of the CVB. Larry McAfee seconded the motion. The motion was approved unanimously.

**By-Laws Review Committee** No report was given at this time.

**CVB Update and Report** – Tim Jacobsen reported that the Spring Harbor Hop had 1643 participants, the largest Hop since 2007. Currently the CVB is planning the 2018 Boat and Travel Show schedule, preparing to work on the 2018 Vacation & Services Guide, working with a group proposing the construction of recreational fields (8-12 soccer fields), and participating in the Lake of the Ozarks Regional Economic Development Council’s activities.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Tim Jacobsen reported Funlake visits for the month of May, 2017, are up 11% compared to May, 2016. Year-to-date Funlake visits for the first five months of 2017 are up 79,799, or 19%, compared to first four months of 2016.

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

## NEW BUSINESS

**Other New Business-** Ken Allen made a motion that moving forward, any TCLA funds allocated for events/festivals would require that TCLA be given a copy of the event insurance binder with TCLA and/or the Business District providing the funding, being listed as an additional insured entity on the binder. Sherry Shippee seconded the motion. The motion passed unanimously.

At this time (11:25 a.m.) Russell Burdette made a motion to enter into closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Bob Renken seconded the motion. A roll call vote was taken:

Ken Allen - Yes  
Russell Burdette - Yes  
Fred Dehner - Yes  
Larry McAfee - Yes  
Bob Renken - Yes  
Sherry Shippee - Yes  
Sue Westenhaver - Yes

The motion passed unanimously to enter into closed session.

At 11:39 a.m. Fred Dehner made a motion to re-open the regular meeting of the Board of Directors of Tri-County Lodging Association. Russell Burdette seconded the motion. A roll call vote was taken:

Ken Allen - Yes  
Russell Burdette - Yes  
Fred Dehner - Yes  
Larry McAfee - Yes  
Bob Renken - Yes  
Sherry Shippee - Yes  
Sue Westenhaver - Yes

The motion passed unanimously when voted upon.

The next TCLA Board meeting will be held on Thursday, August 17, 2017 at 9:00 a.m.

A motion was made by Russell Burdette to adjourn the TCLA board meeting. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:40 a.m.