

TRI-COUNTY LODGING ASSOCIATION

Thursday, June 21, 2018

The Tri-County Lodging Association met at 9:00 a.m. at 985 KK Drive in Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Fred Dehner
Mark Krantz
Don Neuharth
Bob Renken
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Michael Spriggs

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Presiding Commissioner Tom Wright
Presiding Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Eric Homan, Evan Lampe, Scott Gladden, Dan Foster, Mayor John Olivarri, and Rebecca Rupard.

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 requested that the scheduled CVB Advertising Presentation be moved up to Agenda Item 7A, and Dan Foster's presentation be moved up to 7B.

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

PUBLIC COMMENTS

None were made at this time.

MINUTES

Ken Allen made a motion to approve the May 24, 2018, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Bob Renken made a motion to approve Bill #267. Don Neuharth seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen provided an updated lodging tax collection report. March 2018 lodging tax collections were up 3.38% compared to March 2017. April 2018 lodging tax collections were down 13.2% compared to April 2017, which could possibly be attributed to weather. Lodging tax collections year-to-date for the first ten (10) months of FY18 are up 2.95% compared to the first ten (10) months of FY17.

CVB FY19 Advertising Presentation During this portion of the meeting, Scott Gladden, Evan Lampe, and Eric Homan presented the FY19 advertising campaigns which include digital products, print, and social media advertising. Billboards were included as well.

Dan Foster Presentation Dan Foster approached the Board about a development he is involved with on land his family owns on State Road KK in Osage Beach, MO. The potential development would include a resort and convention center. Mr. Foster is requesting that the TCLA Board write a letter of support for new development coming to the Lake that would increase tourism and economic development at the Lake of the Ozarks. Mr. Foster fielded several questions about this development but could not currently provide further details as they were not readily available. The Board thanked Mr. Foster for his time.

FUNDING REQUESTS

Fireworks at the Lake This request was made by the Inn at Grand Glaize to assist with the cost of fireworks they are hosting on June 30, 2018. After further discussion, Russell Burdette made a motion to approve \$1,500.00 for fireworks at the Inn at Grand Glaize on June 30, 2018. Due to the lack of a second for this motion, the motion did not pass.

Legislative Report – Russell Burdette, Chair – The Board discussed the fact that a new Missouri Governor was recently sworn into office.

Mayor Olivarri reported on the City of Osage Beach sales tax revenues and discussed the status of the new development “The Commons”.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen explained changes in the SEM program that would take place outside of the Matching Marketing Grant program. Additional funds were secured for this program, and search campaigns have been shifted to include a higher cost-per-click for accommodations words and phrases.

Mr. Divincen spoke about a recent billboard buy for the “Folds of Honor” event at Camden on the Lake and Parkway West Art event in Osage Beach, the possibility of adding additional dock space at Public Beach #2, provided information to update the TCLA website, indicated advertising opportunities on Trip Advisor could be a topic to discuss for the FY20 TCLA Budget, and worked with Randy Terrell, event coordinator for the Big Bass Bash, on dates for the 2019 fall tournament. He added that he recently received notice of office chair availability at Missouri State Surplus and purchased chairs for the meeting area of the warehouse at \$10 each.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered information included in the Group Sales Report in packets. Ms. Fitzpatrick also gave an update on the 2018 Can-Am Games. She reported that the Opening Ceremonies were scheduled for June 25th at Ozark Amphitheater, beginning at 7:00 p.m. and will include a family fun zone with games and entertainment. The program that evening will begin at 8:30 p.m. and Meghan Lane with KRCCG will emcee that portion of the evening. Ms. Fitzpatrick indicated that a demographic report would be created for this event and available in August. She also added that as of this date she has been with TCLA for eight (8) years. She thanked the Board for the opportunity and support and looks forward to many more.

Special Events Committee – Russell Burdette, Chair – Russell Burdette suggested this committee set a meeting date following the summer season to discuss new events for the Lake and the funding parameters for current events.

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – No report was given at this time.

Employee Review Committee – Sue Westenhaver indicated this Committee would soon hold a meeting.

Website Committee Report – Sherry Shippee, Chair – Eric Homan briefly covered website information and numbers at this time.

Building Committee – Bob Renken, Chair – No report was given at this time.

CVB Update and Report – Tim Jacobsen reported that the CVB sales team were out working on membership and 2019 Vacation Guide sales. Mr. Jacobsen reported that Chris Clark was leaving the CVB and a new administrative assistant was starting on the coming Monday. Mr. Jacobsen reported that funds for the recreational field study had recently been approved by the Camdenton Board of Alderman. The study will take approximately ninety (90) days to complete.

OLD BUSINESS

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

Dan Foster Presentation Discussion – The Board discussed Mr. Foster’s proposed development and request for letter of support for this endeavor. Ken Allen made a motion to decline providing a letter of support for this development and instead refer Mr. Foster to the Convention & Visitor Bureau and the Lake of the Ozarks Regional Economic Development Council for this purpose. Sue Westenhaver seconded the motion. The motion passed unanimously.

Other Old Business – Ken Allen asked that it be noted that in the budget for the Lake

Race, monies for a paid employee were included. His intention was for full disclosure and transparency for the budget presented with the funding request from the previous meeting. Mr. Allen also mentioned Board positions for the Lake Race were available. If anyone is interested or has a nominee, please contact Chief Jeff Dorhauer.

NEW BUSINESS

Other New Business –

A current TCLA Committee list was provided to the Board members for review.

The next TCLA Board meeting will be held on Thursday, August 23rd, 2018, at 9:00 a.m. in the new TCLA/CVB offices.

A motion was made by Bob Renken to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:01 p.m.

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