

TRI-COUNTY LODGING ASSOCIATION

Thursday, June 20, 2019

The Tri-County Lodging Association met at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Ken Allen
Fred Dehner
Mark Krantz
Don Neuharth
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Russell Burdette
Jim Cleary
Angie Seaton
Lance Utley

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Mayor John Olivarri, Mayor Gerry Murawski, Alderman Richard Ross, Jim Moody, Jo Duncan, Miller County Presiding Commissioner Tom Wright, Gary Mitchell, Marcus Sykora, Bill Morgan, Dexter Whitney, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:02 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Don Neuharth made a motion to approve the Agenda as presented. Michael Spriggs seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Don Neuharth made a motion to approve the May 16, 2019, TCLA Board meeting minutes. Mark Krantz seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #277. Don Neuharth seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections were down 3% for the month of March. Lodging tax collections for April were up 7.5%. YTD collections for the first ten (10) months of the fiscal year are up 1.0%, including a Miller County one-time payment.

FUNDING REQUESTS

None presented at this time.

DESTINATION TOURNAMENT SOCCER COMPLEX UPDATE

At this time Tim Jacobsen lead a discussion about the selection of a site for this proposed development. David Ficklin, with XO Strategic, joined via conference call in the discussion. The topics covered were construction of the site and costs involved, who would assume financial responsibility, who would own and/or operate the site, and the process to amend the current TIF in place on the proposed property. Mayor Olivarri asked that TCLA put a proposal together for the project for their Board to approve.

Other discussion included election costs, the timing of the project and expectations of bond payoff or sunset.

LEGISLATIVE REPORT – Russell Burdette, Chair – Jim Moody updated the Board on the recent Legislative session. The main topic was the School Start Date Legislation. This is expected to be signed by the Governor and will prohibit schools in Missouri from starting prior to 14 days before the first Monday in September. Mr. Moody added that the grassroots efforts and testimony aided greatly in the passing of this legislation.

Mayor Olivarri reported that June sales tax reported was up in the City of Osage Beach.

Executive Director Report – For the sake of time, Jim Divincen referred the Board to his report in the TCLA Board meeting packet for review. He mentioned that he has been working on a film schedule for a program with Missouri Life TV, and also started discussions with management from Ozarks amphitheater about partnering on a fall concert.

Public Relations Report - Jo Duncan with The Beenders-Walker Group shared with the Board her recent experience in attending a book signing/reading in New Canaan, CT, for Bill Geist's release: "Lake of the Ozarks – My Surreal Summers in a Vanishing America". Ms. Duncan was able to meet Bill and Willie Geist at this event representing the Lake of the Ozarks and she and Marjorie Beenders are discussing ways to continue to capitalize on this national exposure.

Internal Public Relations Report – Rebecca Rupard reported that she recently attended the annual MACVB Conference, met with Marjorie Beenders for a monthly PR update, worked with freelance writer Mike Seely on a story for The New York Times, did a radio interview with Travel Planners Radio for the Canine Cannonball, and is researching vacation rental advertisements on Facebook. Ms. Rupard also thanked the CVB sales staff for being vigilant in checking with TCLA on new lodging properties prior to signing them up for CVB membership.

Group Sales – Lagina Fitzpatrick, Director of Sales, highlighted information in the Group Sales report included in Board packets. Ms. Fitzpatrick indicated that it appears the Group Sales department is on track to meet their 2nd tier goal. She added that we are one year out from the 2020 Can-Am Games and a fundraising event was scheduled for next Monday night at Harmy's Cheese Store and More, all are welcome to attend.

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

Fishing Tournament Committee – Marcus Sykora, Chair – Marcus Sykora spoke briefly to the Board regarding fishing tournament opportunities for the Lake of the Ozarks. The first tournament discussed was the FLW-BFL Tournament scheduled for this weekend. Originally this tournament was to be held on Truman Lake, but with recent flooding they have moved to the Lake of the Ozarks. Don Neuharth made a motion to approve \$1,000.00 out of FY19 TCLA Budget Line Item J-11 for the FLW-BFL Tournament. Ken Allen seconded the motion. The motion passed unanimously.

The second tournament discussed was the FLW Costa Series Tournament that would take place in March 2020. Mark Krantz made a motion to approve \$7,500.00 out of FY19 TCLA Budget Line Item J-11, underspent funds. Ken Allen seconded the motion. The motion passed unanimously.

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

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

Website Committee Report – Lance Utley, Chair – Tim Jacobsen referred the Board to the web report in their packets. Committee Chair Lance Utley will be scheduling a meeting of this committee in the fall.

CVB Update and Report – Tim Jacobsen reported that 2019 Restaurant Guides were completed and distributed prior to Memorial Day. Mr. Jacobsen also mentioned that a 2019 Sport and Travel Show final report was included in the Board packets.

Digital Communication Policy – The Board was presented with a draft of a “Digital Communications” policy for TCLA employees to sign and adhere to during employment. After a brief discussion, Don Neuharth made a motion to further explore this policy and address it at the August TCLA Board meeting. Michael Spriggs seconded the motion. The motion passed unanimously.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of May 2019 were up 7,648 (5.6%) compared to May 2018. Year to date for the first five months, Funlake.com visits are up 11.6%.

Other Old Business – None at this time.

NEW BUSINESS

Other New Business – Michael Spriggs suggested that TCLA show their appreciation for those who testified in favor of the ‘School Start Date’ Legislation.

The next TCLA Board & Business District Advisory Board meetings are scheduled for Thursday, July 1, 2019 at 6:00 p.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Ken Allen made a motion to adjourn the TCLA board meeting. Michael Spriggs seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:55 a.m.