

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 24, 2016

The Tri-County Lodging Association met at 2:00 p.m. at The Lodge of Four Seasons, Valencia Meeting Room, Lake Ozark, Missouri.

TCLA Board Members Present:

Fred Dehner
Bill Johnson
Larry Jones
Larry McAfee
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Mark Krantz
John Peters
Bob Renken
Sherry Shippee
Dexter Whitney

Non Voting Advisors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Lagina Fitzpatrick, Shawna Landis, John Olivarri, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 2:06 p.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Bill Johnson made a motion to approve the Agenda. Larry McAfee 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 February 18, 2016, TCLA Board meeting minutes. Bill Johnson seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Larry Jones made a motion to approve Bill #245. Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported year-to-date collections for January, 2015, were up 3.49% compared to January, 2016.

LEGISLATIVE REPORT

Jim Moody was present to speak on various Legislative issues that would currently affect the Lake of the Ozarks. In particular, House Bill 2704/Senate Bill 1117. Both deal with the collection of taxes on overnight rentals through the various online vacation rental websites. Also discussed was a proposed exemption for homes that are utilized as overnight vacation rentals. Mr. Moody will be providing an updated version of House Bill 2704 early next week for the Board to review. Also discussed was the proposal that businesses, in particular bed & breakfasts, be assessed at the residential rate rather than the commercial rate, based on the number of rooms available for rent.

Mr. Moody added that additional monies were proposed for the Division of Tourism budget, but he doubts this actually occurs as no surplus revenues are expected.

Alderman John Olivarri reported that the City of Osage Beach experienced an increase of 1.5% compared to this same time frame for 2015.

At this time, Sue Westenhaver mentioned to the Board that due to everyone's volunteer time and the many funding requests received, The Beenders-Walker Group was asked to present their public relations reports to the Board during the months of April, August and December each year. The public relations report was included in the packet for review.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen reported that this year's Liverpool Legends concerts were one of the best revenue producing years yet. He explained expenses had increased but still considers this to be a very successful event for the Lake area. Mr. Divincen spoke about developments with fishing tournaments scheduled for the Lake in 2016, and also informed the Board about Cardinals Radio Network advertising developments. Mr. Divincen shared that a recent press release regarding a 10+ lb. bass caught at the Lake of the Ozarks was getting attention with the media. Mr. Divincen recently met with Madden Media to discuss the online advertising campaigns, and also met with Lt. Governor Peter Kinder regarding the Division of Tourism's FY17 budget. He further added that the CMI Menu products were expected to be unveiled on Friday, March 26th. Once the selection of items is made he plans on notifying the Division, which should occur on the same day.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick spoke to the Board about recent site visits made by the Can-Am Federation Board members and event organizers of an elite fishing tournament series. Ms. Fitzpatrick concluded by informing the Board that staff member Jen West is doing wonderful in her position as Group Sales Manager and has been a great asset to the TCLA team.

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

Fishing Tournament Committee – Jim Divincen reported that currently \$24,650 would be in the FY17 Fishing Tournament Reserve line item as a result of the BassMasters Tournament choosing another location.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen covered information with the Board regarding the TCLA Media Plan overage as presented by H&L Partners advertising agency. Mr. Divincen mentioned that the print overages could be \$8,000.00 to \$10,000.00 and that SEM would be reduced by that amount, to ensure the full \$275,000.00 in matching funds from the State would be requested.

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

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen briefly covered information contained within the website and social media reports included in the TCLA Board packets. Mr. Jacobsen indicated that the top three items searched on the Funlake.com website were events, attractions and cabins.

Local PR Committee – Bill Johnson, Chair – No report at this time.

CVB Update and Report – Tim Jacobsen briefly covered information regarding events and ‘happenings’ with the CVB – Restaurant Guide sales, Harbor Hop and a recent site visit from a Netflix series looking to possibly film here at Lake of the Ozarks.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of February, 2016, are down 17% compared to February, 2015.

Other Old Business

None at this time.

NEW BUSINESS

Funding Requests – None at this time.

Collection Update – Rebecca Green reported that there had been no new information regarding the sale of a Camden Medium property that currently has delinquent tax liens pending. Ms. Green also reported that inquiries were becoming more frequent with new owners/managers requesting documents and information about collecting lodging tax.

Camden County Information Meeting - The Lake of the Ozarks Area Business District

of Camden County would be holding an informational meeting on Wednesday, March 30, 2016, at 1:00 p.m. at City Hall in Osage Beach.

Other New Business – None at this time.

The next TCLA Board meeting will be held on April 21, 2016 at 9:00 a.m.

A motion was made by Larry McAfee to adjourn the TCLA board meeting. Bill Johnson seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 3:36 p.m.