

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 23, 2017

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

TCLA Board Members Present:

Russell Burdette
Fred Dehner
Bill Johnson
Larry Jones
Larry McAfee
Don Neuharth
Bob Renken
Sherry Shippee
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

John Peters

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Commissioner Brian Duncan
Presiding Commissioner James Bryant

Also present were Jim Divincen, Lagina Fitzpatrick, Tim Jacobsen, Mayor John Olivarri, Ken Allen, Bruce Vanderveld, 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 announced that Representative Rocky Miller would be joining the meeting at some point and hopes the Board would give him time under the Legislative Report to give an update on House Bill #608 regarding nightly rentals.

Don Neuharth made a motion to approve the Agenda with the suggested addition. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

No comments were received at this time.

MINUTES

Don Neuharth made a motion to approve the February 16, 2017, TCLA Board meeting minutes. Sherry Shippee seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Larry Jones made a motion to approve Bill #254. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that year-to-date collections for the first seven (7) months of FY17 are up 8.15%.

FUNDING REQUESTS –

Catch-A-Vet Fishing Tournament – The event coordinator for the Catch-A-Vet Fishing Tournament to be held May 19th & 20th, 2017, is requesting \$2,500.00 to advertise and promote this tournament. After a brief discussion, Fred Dehner made a motion to appropriate \$1,000.00 out of the FY17 TCLA Budget Line Item – Fishing Reserve (J-11) for this tournament. Don Neuharth seconded the motion. When voted upon, all cast their vote in favor of this motion with the exception of Larry Jones. The motion passed with the majority voting in favor.

Legislative Report – Russell Burdette, Chair – Jim Moody updated the Board on the State budget and legislation presented regarding overnight rentals and property assessments.

Representative Rocky Miller made a brief presentation explaining House Bill #608 which prohibits political subdivisions from banning nightly rentals. Rep. Miller also briefly spoke about House Bill #688.

Mayor John Olivarri reported that two (2) TIF requests have recently been submitted to the City of Osage Beach, both retail developments.

Public Relations Report – A report was included in Board packets for review.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen spoke about seeking resolutions in appreciation for the event coordinators of the Big Bass Bash, took a recent tour of Lakeview Resort and Camden on the Lake, attended a Fishing Tournament Committee meeting, coordinating site visits for possible office locations with the Building Committee, and worked with Tim Jacobsen and Scott Gladden on creative for upcoming advertisements. Mr. Divincen also spoke briefly about the recent Liverpool Legends concerts and will soon have a final report for the Board.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick announced that fundraising efforts were underway for the Lake of the Ozarks Can-Am Police-Fire Games and Scott Firefighter Combat Challenge. Events were scheduled for April 3rd at Buffalo Wild Wings for the Scott Firefighter Combat Challenge and April 20th at Wobbly Boots for the Can-Am Police-Fire Games.

Special Events Committee – Michael Spriggs, Chair – Michael Spriggs indicated that this Committee would be scheduling a meeting in the near future. The date of May 4th was proposed and will be confirmed soon.

Fishing Tournament Committee – Bob Renken, Chair – Bob Renken reported that the Fishing Tournament Committee met to discuss an opportunity to host an FLW tournament and decided against this option. Mr. Renken indicated that Bob Bueltmann (Bassin’ Bob) is working on creating a committee of community members to explore hosting more high-exposure tournaments and assist with keeping the community informed of the benefits of fishing tournaments. Mr. Renken added that fishing has been spectacular recently at the Lake of the Ozarks.

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

Employee Review Committee – No report at this time.

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen reported on website statistics in the Web Report included in Board packets. He indicated that the CVB was currently exploring enhancements for the website and the Jack Rabbit reservation system.

Local PR Committee – Bill Johnson, Chair – Bill Johnson announced that this would be his last TCLA meeting as a Board member. Mr. Johnson thanked everyone for all their efforts, including improvements in local public relations efforts to let the community know what the Board does with the lodging tax funds collected. Mr. Johnson hopes to see air service at the Lake of the Ozarks in the future as well as a sales tax initiative.

Building Committee – Bob Renken, Chair – Bob Renken reported this Committee had explored building design concepts and discovered excavation costs for the property will be expensive. The Committee is going to explore leasing office space at this time.

CVB Update and Report – Tim Jacobsen reported on the recent Annual Dinner and thanked Tan-Tar-A Resort for hosting. Mr. Jacobsen also reported that the sport and travel show participation was coming to an end for 2017, the CVB was working on finalizing the 2017 Restaurant Guide, gearing up for Harbor Hop and will soon begin working on the 2018 Vacation & Services Guide.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake visits were up 40.3% for February, 2017, as compared with February, 2016. Print inquiries for the month of February, 2017, are ahead of February, 2016, by 74.4%.

Other Old Business – None at this time.

NEW BUSINESS

Collection Update – No report was given at this time.

Articles of Incorporation – A Committee was formed to review the TCLA Articles of Incorporation and By-Laws. Those wishing to serve on this committee are Russell Burdette, Larry Jones, Don Neuharth, and Sue Westenhaver.

Board Member Recognition – At this time the TCLA Board presented a plaque of appreciation to Bill Johnson for having served on the Board for 15 years.

The next TCLA Board meeting will be held on Thursday, April 20, 2017 at 9:00 a.m.

A motion was made by Russell Burdette to adjourn the TCLA board meeting. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:14 a.m.