

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 22, 2018

The Tri-County Lodging Association met at 9:00 a.m. at Quail's Nest Inn & Suites, Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Don Neuharth
Bob Renken
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Fred Dehner
John Peters
Sherry Shippee

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

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Denise Pozniak, Paul Hooper, Cindy Stauch, Jim Moody, Christina Wilson, Caleb Johnson, Bruce Vanderveld, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:03 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Ken Allen made a motion to approve the agenda as presented. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Don Neuharth made a motion to approve the February 15, 2018, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #264. Don Neuharth seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen provided an updated lodging tax collection report. Lodging tax collections year-to-date for the first seven (7) months of FY18 are up 4.62%.

FUNDING REQUESTS

Cabelas King Kat Tournament This event will take place on March 23 & 24, 2018, and is requesting \$3,000.00 to cover host fees for the tournament. Paul Hooper presented information about the tournament and answered various questions. The Board thanked the Mr. Hooper for attending and indicated they would make a decision regarding this tournament under 'Old Business' on the Agenda.

Shootout Lil' Boat & Pontoon Poker Run This event will take place on Saturday, September 8, 2018, and is requesting \$2,000.00 to assist with advertising costs of the event. The Board reviewed this request and Don Neuharth made a motion to table this request until a representative from the event can be present to provide further information. Russell Burdette seconded the motion. The motion passed unanimously.

Legislative Report – Russell Burdette, Chair – Jim Moody covered information regarding Legislation presented involving short-term rentals and licensing. Mr. Moody also briefly spoke about the State budget. Questions were asked about the agreement between Airbnb and the Missouri Department of Revenue. Mr. Moody explained that the Dept. of Revenue did not have to disclose this agreement to the public.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month.

Included topics of the report were the digital billboard campaign, St. Louis Cardinals radio ad campaign, a recent article on MSN regarding Ha Ha Tonka being featured as one of the 50 best views in the US, Legislation filed requesting a change in the TCLA Board representation within the election requirements, the passing of Guido Hibdon, and information about MHLA and AHLA. Also, Mr. Divincen mentioned Liverpool Legends had another successful weekend at the Lake. He hopes to have the exact numbers at the next TCLA Board meeting.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Group Sales report included in the Board packets. Ms. Fitzpatrick updated the Board on the 2018 Can-Am Police-Fire Games happenings. Ms. Fitzpatrick presented Can-Am Games information this morning at the 'Eggs & Issues' Chamber breakfast. Also coming up this evening is the Texas Hold 'Em Tournament and Wine Tasting fundraiser for the Games. Upcoming socials will be held on March 28th at Kilt & Clover and April 25th at Dog Days. A paintball tournament will also take place on May 12th. Finally, Ms. Fitzpatrick announced that Lake Media came on board as the Print Media Sponsor and KRCG signed on as the Television Media Sponsor for the Games.

Special Events Committee – Russell Burdette, Chair – Russell Burdette covered information from a recent Special Events Committee meeting. He explained that the Committee discussed creating a new line item in the Public Relations portion of the TCLA

budget for events that have been taking place for several years. Mr. Burdette spoke about the creation of 'Guidelines' for funding requests and will hold another meeting to look at possible new events to attract to the Lake of the Ozarks.

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs spoke briefly about a recent Budget Committee meeting. Currently the Business Districts need to approve their funding for the FY19 TCLA Budget. The Board was provided with a current version of the FY19 TCLA Budget dated March 7, 2018. Michael Spriggs made a motion to approve the revised TCLA FY19 Budget. Russell Burdette seconded the motion. The motion passed unanimously.

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

Website Committee Report – Sherry Shippee, Chair – A website report was provided in Board packets for review. Tim Jacobsen indicated that visits to Funlake.com were slightly down, but understood this to be the trend at the time. With warmer days ahead it is expected for this to change in an upward direction.

Building Committee – Bob Renken, Chair – Jim Divincen reported that a portion of rain gutters and downspouts had recently been replaced on the new building. Also installed were new bathroom exhaust fan covers and a new HVAC system in the storage/warehouse portion of the building.

CVB Update and Report – Tim Jacobsen thanked all those who were able to attend and/or contribute to the CVB Annual Dinner. Approximately 369 RSVP's were received and 325 meals were served.

Mr. Jacobsen indicated that Restaurant Guide sales were in full swing, and the last boat show of the season would be attended this coming weekend in Springfield, Illinois. Also coming up is the Spring Harbor Hop on May 5th. At this time Mr. Jacobsen introduced Denise Pozniak, the newest CVB team member who will work in 'member sales' for the CVB.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com through February 28, 2018 finished down 30.3% compared to February 2017. Year-to-date for the first two (2) months of 2018, Funlake.com visits were down 22.9%.

Other Old Business – At this time, the Board briefly discussed the Cabela's King Kat Tournament presented earlier in the meeting. Bob Renken made a motion to move this request to the Business Districts for consideration. Don Neuharth seconded the motion. The motion passed unanimously.

NEW BUSINESS

Other New Business – None at the this time.

The next TCLA Board meeting will be held on Thursday, April 26, 2018, at 9:00 a.m. in the new TCLA/CVB offices.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Bob Renken seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 10:55 a.m.