

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 21, 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
Russell Burdette
Don Neuharth
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Fred Dehner
Mark Krantz
Michael Spriggs

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Presiding Commissioner Tom Wright
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Jen West, Jim Moody, Bruce Vanderveld, Bill Morgan, Gary Bennett, Laura Salamun, Matt & Vicky Foote, David Dailing, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:01 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver asked that Agenda Item 14C. (State Road EE Property Owners) be moved up to 7A.

Ken Allen made a motion to approve the Agenda with the suggested change. Don Neuharth 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 21, 2019, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #274. Don Neuharth seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections were down 14.2% for the month of December. Year-to-date collections for the first six (6) months of FY19 are down 2.59%.

STATE ROAD EE PROPERTY OWNERS

Sue Westenhaver explained to the Board that she, Jim Divincen, Tim Jacobsen, and Denise Pozniak met with the EE Business Owners Association earlier in the week. Several lodging properties were represented at the meeting and were present today including Skyline Resort, Kon-Tiki Resort, Hawk's Landing Resort, Breezy Point Resort, Point View Resort, and Robin's Resort. The EE Business Owners attended this meeting to voice their opposition of the proposed lodging tax increase for the purpose of developing a Destination Soccer Complex at the Lake of the Ozarks.

FUNDING REQUESTS

None were presented at this time.

LEGISLATIVE REPORT – Russell Burdette, Chair – Jim Moody discussed the current budget situation at the State level. He also spoke about school start date and vacation rental legislation. Other legislative topics included proposed laws regarding personal flotation devices and human trafficking signage to be displayed in several types of businesses, including lodging.

The Board discussed the upcoming Legislative Ice Cream Social. Sue Westenhaver made a motion to suspend the Legislative Ice Cream Social in 2019. Don Neuharth seconded the motion. The motion passed unanimously.

Executive Director Report – Jim Divincen reported that he had visited several Lake Legislators with Jim Moody in Jefferson City recently, including the opportunity to spend time with the Lt. Governor. Mr. Divincen informed the Board that the recent Liverpool Legends concerts were very well attended with over 700 on Friday night and over 900 on Saturday night. Mr. Divincen thanked Russell Burdette for his assistance with a recent article regarding the Destination Soccer Complex and added that Cardinals Baseball ads had been finalized. Mr. Divincen stated that he has emailed Division of Tourism Director Ward Franz and invited him to the April TCLA Board meeting.

Internal Public Relations Report – Rebecca Rupard reported that she was still working to see if Bill Geist would consider visiting the Lake of the Ozarks to hold a book-signing for his upcoming book about spending summers as a teenager at the Lake. Ms. Rupard recently attended the Missouri Division of Tourism's "Road Show" about newly released tourism statistics, marketing and advertising plans. The proposal of an increase in lodging tax for a Destination Soccer Complex at the Lake has created work in updating database information on lodging facilities, making certain that all information is current. Ms. Rupard also mentioned that the LOTO Water Safety Council is hosting a Water Safety Seminar on May 11th at Camden on the Lake with many entities participating.

Group Sales – Lagina Fitzpatrick, Director of Sales, briefly covered group sales information included in the report in Board packets. Ms. Fitzpatrick mentioned that the Can-Am Board

was looking into moving some of the out-of-town events to locations at the Lake for the 2020 Games.

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

Fishing Tournament Committee – Marcus Sykora, Chair – Jim Divincen reported that Marcus Sykora had accepted the position of Chairman of this Committee.

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 – Lance Utley reported that this Committee will be scheduling a meeting in the next couple of months.

CVB Update and Report – Tim Jacobsen reported that the CVB staff was currently attending sport and travel shows promoting the Lake and providing 2019 Vacation & Service Guides. He also added that the CVB Annual Dinner would be held on March 28, 2019.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of February 2019 were up almost 13.3% compared to February 2018. Year to date for the first two months, Funlake.com visits are up 7%.

Electronics Policy – Ken Allen provided an example of an electronics policy for TCLA employees. This document would cover electronics utilized by employees. The policy will be reviewed and presented at a later time for discussion.

Other Old Business –

NEW BUSINESS

Lake Media Advertising Product – Jim Divincen presented the Board with an advertising product (Day Tripping) from Lake Media, over 30,000 copies would be distributed along I-70, I-44, US Hwy. 65, Ft. Leonard Wood, Rolla, Truman Dam, Waynesville, St. James & more. No motions were made to utilize this product.

National Book Direct Information – Sue Westenhaver distributed information about a “book direct” movement to educate lodging facilities about utilizing online booking platforms and the costs involved.

Other New Business – Ken Allen suggested that TCLA research the use of a program called “Board Book”. This program would send Board packets electronically and give all access online. Ken Allen made a motion to evaluate electronic services for dissemination of Board packets. Russell Burdette seconded the motion. The motion passed unanimously.

The next TCLA Board & Business District Advisory Board meetings are scheduled for Thursday, April 25, 2019.

There being no further business to come before the Board, Russell Burdette made a motion to adjourn the TCLA board meeting. Lance Utley seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:49 a.m.