

TRI-COUNTY LODGING ASSOCIATION

Thursday, May 18, 2017

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

TCLA Board Members Present:

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

TCLA Board Members Absent:

Ken Allen

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, Jim Moody, Bruce Vanderveld, Will Holtz, Denny Benne, Greg Sullens, Bill Morgan, and Cindy Stauch.

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

Russell Burdette made a motion to approve the agenda. John Peters seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

No comments were received at this time.

MINUTES

Larry Jones made a motion to approve the April 20, 2017 TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #256. Larry Jones seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that year-to-date collections through February of FY17 are up 7.65%. No March numbers were available through the collector's office at this time.

Bruce Vanderveld reported Miller County collections are down and need assistance fulfilling their \$43,000 shortfall to the budget. This was referred to the business districts to discuss and vote to fund.

FUNDING REQUESTS –

Aquapalooza – The event coordinators for the Aquapalooza to be held July 15, 2017, are requesting an additional \$3,000 for a total of \$6,000 to advertise and promote this event. Greg Sullens and Denny Benne appeared before the Board to further discuss this event.

Legislative Report – Russell Burdette, Chair – Jim Moody discussed various pieces of Legislation regarding boat docks, swimming near docks and improving dock codes. Also discussed was the minimum wage mandates and House Bill 608. Mr. Moody reported that there is probably going to be a special session this year to deal with a steel company in Southeast Missouri. Mr. Moody also gave an update on the state budget.

Mayor John Olivarri reported sales tax collections are up 6 ½% YTD compared to last year. The TIF Commission Board voted to pass the TIF for the Osage Beach Commons project. The TIF now moves to the City Board for approval. Mayor Olivarri also mentioned they are preparing for the Festival of Speed that will take place on Osage Beach Parkway West on June 1, 2017. The Parkway West Consultant hired by the City of Osage Beach presented a package deal of \$320,000. The package consists of an eight project process to improve traffic and business along the Parkway and other parts of the city. The board is currently reviewing the information.

Public Relations Report – Chairman Sue Westenhaver mentioned the public relation report was in the board packet for review. Chairman Westenhaver thanked all of those that attended and helped with the Ice Cream Social.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen thanked Rocky Miller and Mayor Olivarri for the House & Senate Resolution and City Proclamation for the Terrell Family. Mr. Divincen spoke about negotiating a not-for-profit rate with Lamar for a 14 day run on digital billboards for the Festival of Speed, met with Marc Ellinger about the TCLA articles of incorporations and bylaws and the possibility of electronic balloting for the annual board elections, sent Bruce Valderveld a copy of our past request for proposals for the annual TCLA audit services, and announced Redfield Golf Club has joined the LOTO Golf Council. Mr. Divincen also mentioned the LOTO is featured in the 2017 Best of the Midwest Magazine.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick gave an update on fundraising efforts that are underway for the Lake of the Ozarks Can-Am Police-Fire Games and Scott Firefighter Combat Challenge. The committee is also selling raffle tickets for a stay and play package at Old Kinderhook. Ms. Fitzpatrick thanked Fred Dehner and Bob Renken for their donations and support of the games.

Special Events Committee – Michael Spriggs, Chair – Michael Spriggs mentioned the committee needed to set a new date for a committee meeting. Mr. Spriggs will send out two to three date options to the committee members.

Fishing Tournament Committee – Bob Renken, Chair – Bob Renken reported we declined bidding on a BASS and FLW event due to lack of funds.

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. Mr. Jacobsen reported they are working on improvements to Jack Rabbit and the navigation of the site.

Building Committee – Bob Renken, Chair – Bob Renken reported they are viewing options. Mr. Renken thanked Jim Divincen and Tim Jacobsen for all their time and considering all the options. The TCLA and CVB joint committee will meet soon to lay out the options and present to both boards.

By-Laws Review Committee TCLA's legal council is in the process of reviewing the TCLA Articles of Incorporation and By-Laws.

Jim Divincen reported that he spoke with Marc Ellinger regarding the possibility of electronic balloting for the TCLA annual board elections at the request of the board. Mr. Ellinger reported he is not aware of any other political subdivision or governmental body in Missouri that conducts their elections by electronic voting. Mr. Ellinger advised it would cost anywhere from \$2,500 to \$10,000 to research. Larry Jones made a motion the TCLA board does not pursue electronic balloting. Don Neuharth seconded the motion. The motion passed unanimously.

CVB Update and Report – Tim Jacobsen reported Restaurant Guides will be in on Friday, May 19 and distributed next week. The guides are ahead of schedule and increased by 8 pages from last year. Mr. Jacobsen reported Harbor Hop was a success with 1,693 hoppers, 42 business participating and over 100 dealers. This was the second largest hop in 12 years. Mr. Jacobsen spoke about the newly formed Captain Association and recent activities of the Lake of the Ozarks Economic Development Council. Mr. Jacobsen also mentioned the Vacation Guide is still in high demand through the website and call-ins. The CVB has purchased a new van and by July 31st will have two staff people in place handling distribution of the vacation guide and other publications.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Jim Divincen reported Funlake visits for the month of April 2017 are up 17.8% compared to April 2016. Year-to-date Funlake visits for the first four months of 2017 are up 65,742, or 23.3%, compared to first four months of 2016.

Other Old Business – Funding Requests:

Aquapalooza 2017 - Michael Spriggs made a motion to give an additional \$2,000 for promotion of the event from the FY17 budget line D7. Fred Dehner seconded the motion. The motion passed unanimously.

Jim Divincen shared a thank you note that was sent to the board from the Bridge & Dam 5K Marathon organizers. The event drew 493 competitors of which 73% lived outside of the area. Mr. Divincen reported Big Bass Bash will be sending TCLA an excel spreadsheet of the Big Bass Bash attendees.

NEW BUSINESS

Lake TV – Will Holtz of Lake TV presented to the board a TV campaign for Peoria and Quincy, IL. Bob Renken made a motion to allocate \$3,000 out of FY17 line D7 for the 60 second Lake of the Ozarks commercials to run in Peoria and Quincy, IL for the months of July through September 2017 and April through June 2018. Don Neuharth seconded the motion. The motion passed.

Election of Officers for the CVB Board – CVB board elections were discussed. Chairman Westenhaver mentioned the current board members are Sherry Shippee, Russell Burdette and Carl Clark. Michael Spriggs made a motion to reappoint the current board members to the CVB board. Don Neuharth seconded the motion. The motion passed unanimously.

Camden County Sheriff's Office Calendar-Jim Divincen mentioned he had been contacted by the Camden County Sheriff's Office about advertising in their calendar. Several board members mentioned they have already donated to the calendar individually so no funds needed to be allocated out of the TCLA budget.

Other New Business- Jim Divincen mentioned that Marc Ellinger has suggested the board consider event insurance from a promotional stand point for liability purposes.

The next TCLA Board meeting will be held on Thursday, June 22, 2017 at 9:00 a.m.

A motion was made by Russell Burdette to adjourn the TCLA board meeting. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:23 a.m.