

TRI-COUNTY LODGING ASSOCIATION

Thursday, May 24, 2018

The Tri-County Lodging Association met at 9:00 a.m. at 985 KK Drive in Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Jim Cleary
Mark Krantz
Don Neuharth
Bob Renken
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Russell Burdette
Fred Dehner
Sherry Shippee

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

Also present were Jim Divincen, Tim Jacobsen, Lagina Fitzpatrick, Eric Homan, Jim Moody, Mayor John Olivarri, Christy Janssen, Debbie Rumble, Bruce Vanderveld, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:10 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

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

PUBLIC COMMENTS

None were made at this time.

MINUTES

Don Neuharth made a motion to approve the April 26, 2018, TCLA Board meeting minutes. Bob Renken seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Ken Allen made a motion to approve Bill #266. Michael Spriggs seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen provided an updated lodging tax collection report. February 2018 lodging tax collections were down 2.19% compared to February 2017. Lodging tax collections year-to-date for the first eight (8) months of FY18 are up 4.34% compared to the first eight (8) months of FY17. Rebecca Rupard explained that collections reports were not yet received

from Camden and Miller Counties reflecting March collections due to staffing issues in the County Collector's offices. Once numbers are updated the report will be sent out to the Board via email.

Also, at this time the Board held a discussion regarding Airbnb tax collections. In communicating with the Treasurer for the City of Osage Beach, it was discovered that sales tax revenues from Airbnb vacation rentals in Osage Beach were being received from the Missouri Department of Revenue. The City is currently checking with Camden County to see if Airbnb taxes were being received for their Airbnb vacation rentals. The discussion then turned to exploring the option of having the Missouri Department of Revenue handle lodging tax collections for the three (3) Business Districts in order to receive the proper taxes from Airbnb, and possibly other online vacation rental platforms. This would require Legislative action, and the Board, with the assistance of Jim Moody, will further research this option.

FUNDING REQUESTS

1st Annual Shootout Crappie Tournament: This event will take place on October 29, 2018 and is requesting \$2,000.00 to cover advertising and promotion of this event. Christy Janssen, Executive Director for the Lake of the Ozarks Shootout, briefly spoke about this event and the intentions of the Shootout Committee to generate more funds for the community. The Board thanked the Ms. Janssen for attending and indicated they would make a decision regarding this request under 'Old Business' on the Agenda.

Art on the Parkway: This event will take place on Saturday, June 2, 2018. The Parkway West in Osage Beach group is sponsoring this one-day festival and is asking for one screen on the digital billboard on the Glaize Bridge to help promote the event. Jim Divincen spoke with Lamar Billboards and they can rotate in one slide for the day for the cost of \$250.00. The Board will finish this discussion under 'Old Business' on the Agenda.

Legislative Report – Russell Burdette, Chair – Jim Moody updated the Board on several pieces of Legislation covered in the most recent session. Topics ranged from short term rentals, wake issues on Missouri waterways, and a corporate tax cut bill. Mr. Moody noted that if the Missouri Department of Revenue has required an entity to obtain a sales tax bond, that this will no longer be a requirement. Also, part of this discussion covered the impeachment process taking place against Missouri's Governor.

Mayor Olivarri reported that the City of Osage Beach was finishing up a road paving project on the west side of the City. The City is also working on improvements to Mace Road. Currently the City is accepting 'white goods' at their Public Works building, as well as yard waste at the City Park.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen covered information regarding the digital marketing activities through Madden Media. This will be discussed in further detail at the end of this report.

Mr. Divincen reported on a conversation and communications with Representative Keith Frederick regarding legislation he introduced regarding mandates proposed for the TCLA Board. Also mentioned was the fact that no nominees were received for the two (2) Board positions available in the Miller County Business District. Mr. Divincen received a note from Dan Foster who indicated he would be unable to attend this meeting as previously planned to discuss his new resort development. Brent Frazee recently visited the Lake and two (2) stories appeared in The Kansas City Star and Joplin Globe about fishing at the Lake of the Ozarks. Mr. Divincen attend the May 23rd St. Louis Cardinals baseball game to do a pre-game interview. Also during this visit Don Neuharth threw out the first pitch of the Game. Mr. Neuharth commended Mr. Divincen for his excellent interview prior to the game.

At this time the Board was given a copy of a proposed FY19 TCLA Budget reflecting changes to the Missouri Marketing Matching Grant program. TCLA had been notified that additional funds had been approved with the caveat that this could change if the Governor did not approve the budget as proposed. In conclusion, Ken Allen made a motion to utilize funds in the amount of \$10,800.00 (\$1,800.00 monthly) from FY18 TCLA Budget Line Item N to increase the TCLA FY19 Budget Line Item M-2 for the SEM (non-Matching Marketing Grant funds) program with the Missouri Division of Tourism, pending Governor approval of the State's FY19 Budget. Bob Renken seconded the motion. The motion passed with majority approval. Jim Clearly abstained from this vote.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered information included in the Group Sales Report in packets. Ms. Fitzpatrick also gave an update on the 2018 Can-Am Games. She reported that the Opening Ceremonies were scheduled for June 25th at Ozark Amphitheater, beginning at 7:00 p.m. and will include a family fun zone with games and entertainment. The program that evening will begin at 8:30 p.m. and Meghan Lane with KRCG will emcee that portion of the evening. Ms. Fitzpatrick indicated that volunteers were still needed, and vendor space was still available. Currently there are 6 Countries represented in registration, and over 25 states.

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

Fishing Tournament Committee – Bob Renken, Chair – Mr. Renken mentioned having concerns about the number of rental boats at Public Beach #2. He indicated that larger fishing tournaments may be hindered unless more space is made available. Jim Divincen would contact the concierge at P.B. #2 to discuss.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – All budget/advertising discussion had already taken place at this meeting.

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

Website Committee Report – Sherry Shippee, Chair – Eric Homan briefly covered website information and numbers at this time. The 2018 Restaurant Guide is currently online, and soon the website will undergo a color change to freshen it up.

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

CVB Update and Report – Tim Jacobsen reported that the Spring Harbor Hop hosted 1847 ‘hoppers’, a very successful turnout. Currently the staff is working diligently to distribute the 2018 Restaurant Guides, selling memberships and gearing up to being 2019 Vacation Guide sales. Mr. Jacobsen briefly covered information about the recent CVB Board election.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com through April 30, 2018 finished down 16.3% compared to April 2017. Year-to-date for the first four (4) months of 2018, Funlake.com visits were down 17.1%.

Other Old Business – Mark Krantz asked that another invitation be extended to Dan Foster to attend the June TCLA Board meeting to discuss his resort development. Jim Divincen will extend this invitation.

Committee Assignments: Rebecca Rupard will send the current Committee list to the Board for their input on which Committees they wish to either be removed from or added to for the upcoming fiscal year.

Legal Representation: Jim Divincen informed the Board that TCLA attorney Marc Ellinger recently notified the office that he was opening his own firm and would have offices in Jefferson City and St. Charles, Missouri. If TCLA wishes to continue with Mr. Ellinger’s representation, an engagement letter would need to be executed. After a brief discussion, Mark Krantz made a motion for TCLA to continue with Marc Ellinger as their legal representation. Ken Allen seconded the motion. The motion passed unanimously.

Funding Requests

The 1st Annual Shootout Crappie Tournament Request – After further discussion regarding this request, Michael Spriggs made a motion to approve \$500.00 for this event out of FY19 TCLA Budget – Line Item D-5, Sponsored Facebook Posts. Bob Renken seconded the motion. The motion passed unanimously.

Art on the Parkway Request – After a brief discussion, Bob Renken made a motion to approve \$250 in funding out of FY18 TCLA Budget General Reserve for a one (1) day digital billboard screen promoting this event, without inclusion of sponsor logos. Ken Allen seconded the motion. The motion passed unanimously.

NEW BUSINESS

Other New Business –

None at this time.

The next TCLA Board meeting will be held on Thursday, June 21, 2018, at 9:00 a.m. in the new TCLA/CVB offices.

A motion was made by Don Neuharth to adjourn the TCLA board meeting. Ken Allen seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:53 a.m.