

TRI-COUNTY LODGING ASSOCIATION

Thursday, May 16, 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:

Russell Burdette
Jim Cleary
Mark Krantz
Don Neuharth
Angie Seaton
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Ken Allen
Fred Dehner

Non-Voting Advisors Absent:

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

Also present were Jim Divincen, Tim Jacobsen, Eric Homan, Bruce Vanderveld, Lagina Fitzpatrick, Mayor John Olivarri, Mayor Gerry Murawski, Laura Martin, Ward Franz, Dexter Whitney, Michelle Aiello, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:04 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees. Tim Jacobsen introduced Michelle Aiello, the newest member of the CVB Sales team.

APPROVAL OF AGENDA

Sue Westenhaver asked that an item be added to the Agenda, as 7A, for Ward Franz to give an update on the Missouri Division of Tourism.

Michael Spriggs made a motion to approve the Agenda with the suggested change. Lance Utley seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Russell Burdette made a motion to approve the April 25, 2019, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #276. Russell Burdette seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections were up 48% for the month of February. YTD collections for the first nine (9) months of the fiscal year are up 0.055%, including a Miller County one-time payment.

MISSOURI DIVISION OF TOURISM UPDATE

Ward Franz, Executive Director of the Missouri Division of Tourism, updated the Board on happenings at the Division of Tourism. Mr. Franz spoke about the recent Legislative session, and recent changes in the Division of Tourism budget. Mr. Franz also spoke about the process of creating a strategic plan for the Division, with the assistance of the Corragio Group out of Portland, Oregon. This process will take a few months and the Division hopes to have information to unveil in July or August. Mr. Franz gave a brief history of his career as a State Representative and then Chief of Staff for Gov. Mike Parsons when he served as Lt. Governor. Mr. Franz is from the West Plains area.

Jim Divincen thanked Mr. Franz for the Division of Tourism's inclusion of the Lake of the Ozarks in their newest television campaign. Lagina Fitzpatrick also thanked Mr. Franz for the partnership between the Division of Tourism and DMO's for "Show Me Missouri Sports" which helps promote Missouri as a sports tourism destination.

FUNDING REQUESTS

Folds of Honor Charity Fundraiser - This event is taking place June 14th through 17th, 2019. Camden on the Lake, host to the event, is requesting billboard advertising two (2) weeks prior to the event. Russell Burdette made a motion to approve \$1,500.00 for billboard advertising for this event out of FY19 TCLA Budget Line Item D-7, Special Events Reserve. Don Neuharth seconded the motion. The motion passed unanimously.

LEGISLATIVE REPORT – Russell Burdette, Chair – Russell Burdette reported that the School Start Date Legislation had made progress but has not been passed. With the Legislative session nearing an end, it is still uncertain for this session.

Mayor Olivarri gave a brief update on happenings with the City of Osage Beach, MO. The City sales tax revenues were up 5.5% for the month of April, and 1.5% for the year. The City's Planning and Zoning Committee had recently met over topics related to medical marijuana dispensaries as the State nears the legalization of such in August. Mayor Olivarri also mentioned the upcoming 60th Anniversary of the City of Osage Beach and invited the Board to a celebration on May 22nd at City Hall in Osage Beach.

Mayor Murawski, newly elected in the City of Lake Ozark, reported that the topic of medical marijuana dispensaries is being discussed. The Mayor commented that the City of Lake Ozark was pleased with the turnout of the recent Magic Dragon Car Show and was looking forward to the Lake of the Ozarks Shootout Meet & Greet event on the Bagnell Dam Strip.

Executive Director Report – Jim Divincen reported on several items occurring over the past month. Mr. Divincen was pleased to report that over 3,000 anglers participated in the recent Big Bass Bash. The fall dates for this event are October 5th and 6th, and the spring event in 2020 will take place on April 18th and 19th, 2020. Mr. Divincen informed the Board

that the Liverpool Legends concerts resulted in a credit of \$11,462.00 to the Business Districts. Mr. Divincen directed the Board to the most recent issue of the Business Journal which contains an article explaining the difference between TCLA and CVB. He asked that if anyone has fishing guests that might have photos of fish caught here at the Lake, to send them in for the “Rod’s Big Ol’ Fish” segment on KRCCG. They need more photos for inclusion. The Matching Marketing Grant application is completed and will be sent in this week for FY20. The Lake, due to an increase in the Division of Tourism budget, will receive \$225,000.00 in matching funds if approved. As a result, Mr. Divincen will incorporate billboard advertising into this program. Mr. Divincen also spoke briefly about promoting family reunions in upcoming Facebook posts in the Chicago and Des Moines areas.

Internal Public Relations Report – Rebecca Rupard reported that over the course of the past month she had attended the Division of Tourism Strategic Plan Listening Session, a retirement reception of Special Olympics CEO Mark Musso, a Can-Am Games Board meeting and social at Dog Days, was a dealer for Spring Harbor Hop, toured with outdoor writer Barbara Baird, and participated in the recent Lake of the Ozarks Water Safety Council Safe Boating event. Most recently, Ms. Rupard has been working with The Beenders-Walker Group on promoting the new book released by Bill Geist about his summers as a young man at the Lake of the Ozarks. An opportunity was presented to have representation at an upcoming book signing event with Mr. Geist, but additional funds would need to be approved to take advantage of this opportunity. The event will be taking place in New Canaan, Connecticut, and Jo Duncan with The Beenders-Walker Group would already be near and could change travel plans to include this in her itinerary. After some discussion, Don Neuharth made a motion to approve additional expenses for attending this event up to \$2,000.00 out of FY19 TCLA General Reserve. Michael Spriggs seconded the motion. The motion passed unanimously.

Group Sales – Lagina Fitzpatrick, Director of Sales, highlighted information in the Group Sales report included in Board packets. Ms. Fitzpatrick recently attended NASC and held over 100 sports tourism appointments in conjunction with Show Me Missouri Sports. She indicated that she has several fishing tournament RFP’s that she will soon review with the Fishing Committee. Ms. Fitzpatrick also requested additional funds from the upcoming FY20 TCLA Budget for sponsored Facebook posts for family reunions. Russell Burdette made a motion to approve \$2,000.00 for sponsored Facebook posts for family reunions out of the FY20 General Reserve Line Item (N). Lance Utley seconded the motion. The motion passed unanimously.

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

Sue Westenhaver addressed the Board at this time about opportunities to shorten TCLA Board meetings. She had sent a note to the Board requesting suggestions. The main suggestion was limiting time on presentations. After a brief discussion, Russell Burdette made a motion that presentations to the Board be limited to eight (8) minutes. Don Neuharth seconded the motion. The motion passed unanimously.

Fishing Tournament Committee – Marcus Sykora, Chair – No report was given at this time.

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

Employee Review Committee – Sue Westenhaver indicated that this Committee would set up a meeting soon. She asked Rebecca Rupard to send a note to the Board and ask for input on participation on the various TCLA Committees.

Website Committee Report – Lance Utley, Chair – Lance Utley reported that the Website Committee would be scheduling a meeting in June. Eric Homan gave a website statistic report and referred the Board to the Web Reports in the Board packets.

CVB Update and Report – Tim Jacobsen reported that 2019 Restaurant Guide sales were completed and came in 10% higher than 2018. Mr. Jacobsen reported that the Spring Harbor Hop saw 1531 completed hands, regardless of the rainy, cold weather at the beginning of the event. Mr. Jacobsen added that CVB Annual Dinner auction netted around \$13,000.00, and a recent online auction event of the leftover items also brought in around \$13,000.00. Mr. Jacobsen also reported that he will provide a boat, sport and travel show report in June. Finally, he noted that the CVB sales areas are in the process of being realigned, and that the TCLA/CVB staff will be participating on May 30th in the “Adopt-the-Highway” cleanup program.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of April 2019 were up 25.9% compared to April 2018. Year to date for the first three months, Funlake.com visits are up 14.4%.

Tournament Soccer Complex Update Tim Jacobsen explained that nine (9) property proposals were received by the Committee. Mr. Jacobsen explained that the process was behind the proposed schedule but was still progressing as the sites are being reviewed along with all aspects of each pertaining to this project. He is hopeful that more information will be available by June 1st. It was suggested that the Committee update the public about the status of the project more frequently.

Other Old Business

NEW BUSINESS

Other New Business –

Sue Westenhaver addressed the TCLA agenda at this time. The Board discussed ideas on how to shorten the monthly meetings and/or agenda. After a brief discussion, the Board suggested moving funding requests on the agenda to #14A, and remove #8, moving all other items up. Those who will be making presentations with funding requests, will be asked to arrive at 10:00 a.m. on meeting dates, giving the Board time to work through other agenda items prior to their presentations.

The next TCLA Board & Business District Advisory Board meetings are scheduled for Thursday, June 20, 2019.

There being no further business to come before the Board, Jim Cleary made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:12 a.m.