

# TRI-COUNTY LODGING ASSOCIATION

Thursday, November 8, 2018

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

## TCLA Board Members Present:

Russell Burdette  
Jim Cleary  
Mark Krantz  
Don Neuharth  
Michael Spriggs

## TCLA Board Members Absent:

Ken Allen  
Fred Dehner  
Sherry Shippee  
Sue Westenhaver

## Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty  
Presiding Commissioner Tom Wright  
Presiding Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Jim Moody, Marjorie Beenders, Bruce Vanderveld, Mayor John Olivarri, Lagina Fitzpatrick, Eric Homan, Nicole Kever-Torres, Cole Bradbury, and Rebecca Rupard.

## **CALL TO ORDER**

Vice Chairman Russell Burdette called the meeting to order at 9:12 a.m.

## **INTRODUCTIONS**

Introductions were made by all meeting attendees.

## **APPROVAL OF AGENDA**

Michael Spriggs made a motion to approve the Agenda. 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 September 20, 2018, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Michael Spriggs made a motion to approve Bill #270. Don Neuharth seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

Jim Divincen reported on lodging tax collections. August 2018 lodging tax collections were up 10.5% compared to August 2017. Year-to-date lodging tax collections for the first two (2) months of Fiscal Year 2019 were up 3.74%.

## **FUNDING REQUESTS**

**Lake of the Ozarks Mardi Gras Pub Crawl** This request was originally presented at the September TCLA Board meeting by the Lake Area Chamber of Commerce in the amount of \$6,000.00 to cover costs for safe bus transportation to lodging facilities for the event and other marketing expenses. Cole Bradbury, Secretary for the Lake Area Chamber, attended this meeting and provided information about the event and future plans. Topics included marketing strategies, cost of participation and insurance coverages for all entities sponsoring and participating. The Board thanked Mr. Bradbury for his time and explained that the request will be discussed later during the Lake of the Ozarks Area Business District of Camden County Advisory Board meeting. Also noted at this time was the mandate that the Business District be included as an additionally insured entity for this event if funding is approved.

**Webb Outdoors Elite Fishing Tournament** This fishing tournament is scheduled for December 1<sup>st</sup> and 2<sup>nd</sup>, 2018, and is requesting \$250 for sponsored Facebook posts to promote this event. After a brief discussion, Don Neuharth made a motion to approve \$250 out of FY19 TCLA Budget Line Item D-5, Sponsored Facebook Posts, for the Webb Outdoors Elite Fishing Tournament. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

**Teen Fishing for Scholarships Tournament** This request was not complete therefore the Board did not take action currently.

**Legislative Report** – Russell Burdette, Chair – Jim Moody reported on the situation with the Missouri Department of Revenue and income withholdings. This situation will eventually affect employers and employees as the State will need to remedy the errors that have occurred over the past six (6) months. He will keep the Board apprised of the situation. Mr. Moody also covered information from the recent election at this time.

Also mentioned was that there has been no activity about online vacation rental platforms and the proper collection of all taxes. There has also been no activity regarding school start date legislation.

Mayor John Olivarri briefly updated the Board on happenings in the City of Osage Beach. Mayor Olivarri thanked Jim Divincen for recently attending a City budget meeting and covering information about the advertising partnership between TCLA and the City of Osage Beach. Mayor Olivarri indicated that the new development in Osage Beach near the Premium Outlet Mall was still on track to move forward after the beginning of the year.

**Executive Director Report** – Jim Divincen referred the Board to his report included in their packets. Mr. Divincen covered a few items from his report, including a discussion with Jerry Henry of H2R Research regarding prioritizing digital marketing products, completing

the FY18 Project Summary Report for the Matching Marketing Grant, compiling ad equivalency information for the past few years, and an upcoming trapshooting event in need of volunteers to raise funds for charitable organizations in exchange for hours worked at the event. Mr. Divincen also discussed a meeting with the State of Missouri Governor's staff regarding school start dates.

At this time Rebecca Rupard shared that she attended the Governor's Conference on Tourism in St. Charles in September. She assisted a journalist from Oregon with information for a story about the Netflix series "Ozark". Ms. Rupard also completed accounting tasks for the LOTO Water Safety Council and LOTO Bike Fest. She worked with several parties on providing funding request information and forms, processed paperwork for the upcoming Camden Medium category special election, made accommodation arrangements for a content writer with Madden Media, and met with The Beenders-Walker Group about fishing information to provide to the public and upcoming public relations activities. Ms. Rupard provided the Division of Tourism with information on fall/winter events and festivals at the Lake for use in their social media marketing, and processed minutes for the September TCLA Board meeting as well as summaries of the Budget and Special Events Committee meetings.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, covered group sales information included in the report in Board packets. Ms. Fitzpatrick reported that the Can-Am Federation Board members has just visited the Lake to discuss the final report for the 2018 Games and plans for the upcoming 2020 Games. Ms. Fitzpatrick informed the Board that the November Social was taking place this evening at Pappos in Osage Beach, MO, between 5:30 p.m. and 7:30 p.m.

At this time Ms. Fitzpatrick presented information about the opportunity to host Major League Fishing again in 2019. She explained details about the event which would include 80 anglers from a Wednesday to Wednesday with potential dates being May 15<sup>th</sup> through 22<sup>nd</sup> or May 29<sup>th</sup> through June 5<sup>th</sup>. Additional items were requested from this tournament including a two (2) acre facility for the television compound, the use of an RV during the week, and comp rooms for staff. Michael Spriggs made a motion to move this request to the Business Districts for consideration. Mark Krantz seconded the motion. The motion passed unanimously. Don Neuharth made a motion that TCLA appropriate funding in the amount of \$10,000.00 out of TCLA FY19 Budget Line N. Jim Cleary seconded this motion. The motion passed unanimously.

Russell Burdette lead a discussion regarding the 2018 Can-Am Games and expectations of the 2020 Games. Ms. Fitzpatrick explained that the marketing strategy would be shifted to the surrounding states in order to garner a larger number of participants. The Committee is reviewing law enforcement, fire, and EMS tradeshows to attend that will help in providing information about the Games. Efforts will also be made to gather more local participation, whether through sponsorships or volunteers.

**Special Events Committee** – Russell Burdette, Chair – Russell Burdette directed the Board to the meeting packet for a summary from a recent meeting of this Committee. Discussion included the topic of moving certain events in the TCLA budget to a new line item for 'sponsorships'.

**Fishing Tournament Committee** – Chair – No report was given at this time.

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair – Michael Spriggs expressed that events that are included in the TCLA budgets, specifically ones that make charitable donations, should be requested to present their budgets prior to funding or sponsorship consideration.

**Employee Review Committee** – No report was given at this time. The Board may elect to go into Closed Session later in the meeting.

**Website Committee Report** – Sherry Shippee, Chair – Eric Homan provided information about website visits for September and October. Mr. Homan shared that TCLA and CVB had been working with Steady Rain to do a color change for the Funlake.com websites. Mr. Homan also indicated that SEM would be increased during the winter months when families are most likely to be making their summer vacation plans. Also discussed during this time was the progress of the Trip Advisor program and creating a Google DMO Partnership Program.

**Building Committee** – Chair – Jim Divincen noted that a new office/building sign was installed recently.

**CVB Update and Report** – Tim Jacobsen reported that the CVB was finishing up the 2019 Vacation Guide, which is being increased by eight (8) pages. The schedule and organization have begun for the 2019 sport and travel shows that will be attended.

Mr. Jacobsen spoke briefly about the destination soccer project. The company completing the feasibility study, XO Strategic, has reviewed between 26 and 28 possible sites for recreational fields in order to narrow the list down to begin the process of speaking with landowners. Their final report will be available in the next few weeks.

Finally, a TCLA/CVB Board-Staff Holiday luncheon has been scheduled for November 20, 2018, on the Tropic Island Cruise Boat.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review.

**Other Old Business** –

## **NEW BUSINESS**

**Direct Deposit Payroll** - Jim Divincen presented the Board with information regarding payroll being direct deposited into accounts for staff. The Board agreed that this would be a good option, with the total cost being approximately \$8 per month.

**TCLA/CVB Agreement Letters** – Jim Divincen will prepare and have the Agreement Letters signed by TCLA and CVB soon.

**Other New Business –**

**Closed Session** - At this time (12:09 p.m.) Don Neuharth made a motion to enter closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Michael Spriggs seconded the motion. A roll call vote was taken:

Russell Burdette - Yes  
Jim Cleary - Yes  
Mark Krantz - Yes  
Don Neuharth - Yes  
Michael Spriggs - Yes

The motion passed unanimously to enter closed session.

Michael Spriggs made a motion to adjourn the closed session at this time (12:36 p.m.). Don Neuharth seconded the motion. A roll call vote was taken:

Russell Burdette - Yes  
Jim Cleary - Yes  
Mark Krantz - Yes  
Don Neuharth - Yes  
Michael Spriggs - Yes

The motion passed unanimously to adjourn the closed session.

Michael Spriggs made a motion to adjourn the TCLA board meeting. Don Neuharth seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:37 p.m.