

TRI-COUNTY LODGING ASSOCIATION

Thursday, October 23, 2014

The Tri-County Lodging Association met at 9:00 a.m. at Camden on the Lake Resort, Lake Ozark, Missouri.

TCLA Board Members Present:

Dean Chininis
Sheryl Elia
Bill Johnson
Larry Jones
Michael Spriggs
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Fred Dehner
Mark Krantz
John Peters
Sherry Shippee

Non-Voting Advisors Absent
Commissioner Kris Franken
Commissioner Brian Duncan

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Lagina Fitzpatrick, Eric Homan, Dexter Whitney, Jim Moody, Chris Moody, Marjorie Beenders, Alderman John Olivarri, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:07 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Lance Utley made a motion to approve the Agenda as presented. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

PUBLIC COMMENTS

Dexter Whitney with Camden on the Lake Resort announced that the Resort was officially for sale and he would keep the Board informed of any changes in ownership in the future.

MINUTES

Bill Johnson made a motion to approve the September 25, 2014, TCLA Board meeting minutes. Sheryl Elia seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Larry Jones made a motion to approve Bill #231. Bill Johnson seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections through the month of August, 2014, compared to the month of August, 2013, were up 2%.

FUNDING REQUESTS

- 1) **LOTO Open Water Festival** This event will be scheduled for either April or May, 2015 at PB #1. This event is a swimming competition for ages 8 to 90, and is requesting \$5,000 to \$15,000 for their first annual event at Lake of the Ozarks. After a brief review, Bill Johnson made a motion to table this event until a presenter can attend the meeting to answer questions and explain the event further. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.
- 2) **LOTO Wine Trail – Holiday Pairings Event** This event is scheduled to take place on 11/1/2014 at The Landing on Main Street and is requesting \$500 for print, radio and internet advertising. After reviewing this request, Lance Utley made a motion to approve funding for the LOTO Wine Trail event in the amount of \$500.00 from the FY14 Special Events Reserve Line Item. Sheryl Elia seconded the motion. The motion passed with the majority voting in the affirmative. Larry Jones opposed the motion and funding.
- 3) **Lake Stock Fall Crawl** This event will take place on Saturday, November 8, 2014, and is requesting \$1,800.00 for the cost of the shuttles and \$5,000.00 for advertising in the Jefferson City, Columbia, St. Louis and Kansas City areas. After a brief review, Michael Spriggs made a motion to present this request to the Business Districts for funding consideration. Bill Johnson seconded the motion. The motion passed unanimously when voted upon

At this time a discussion took place regarding the review of funding requests and it was decided the Special Events Committee would meet in the near future to discuss the procedures in place and possibly suggest changes.

LEGISLATIVE REPORT

Alderman John Olivarri reviewed several topics for the Board including recent sales tax numbers, recent recommendations for invigorating revenues on the west side of Osage Beach and the outcome of the Passport to the Parkway event. Mr. Olivarri indicated that the City would soon be meeting regarding their 2015 budget and suggested that TCLA request to be a part of the discussions and/or on the agenda for the upcoming budget meetings.

Jim Moody spoke to the Board about the recent hearings regarding the MSHP and Water Patrol merger. He indicated that two (2) more hearings on this topic were currently scheduled in November for Branson and Kansas City.

Mr. Moody also added that while current State revenues were up, they were still below the Governor's expectations.

P. R. FIRM UPDATE

Marjorie Beenders shared recent activities with regard to public relations on behalf of The Beenders-Walker Group. Ms. Beenders spoke about recent media visits made on behalf of TCLA, inquiries from writers/journalists and upcoming stories.

EXECUTIVE VICE-PRESIDENT REPORT

Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen reported that he had attended the Governor's Conference on Tourism in October, met with Jeff Green with Ameren Missouri and Fred Dehner about property for recreational fields, researched survey costs for members of the area Chambers, CVB and TCLA, took a tour of the new facilities at Old Kinderhook, testified briefly at a recent House Hearing on the MSHP/Water Patrol merger, attended a roundtable discussion with the new Speaker of the House of Representatives for Missouri, and began the process of marketing the upcoming Liverpool Legends concerts scheduled in March.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick, Director of Sales, indicated a full report on group sales activities were included in the Board packet for review.

Special Events- Michael Spriggs, Chair – Mr. Spriggs scheduled a meeting for the Special Events Committee to take place on November 6, 2014, at 9:00 a.m. at the Inn at Grand Glaize.

Fishing Tournament Committee – Sheryl Elia, Chair – Ms. Elia expressed appreciation for the work completed by Lagina Fitzpatrick to secure a recent fishing tournament for high school students, it was a great success with many positive comments following the event.

Advertising/Budget/Public Relations – Fred Dehner, Co-Chair, Dean Chininis, Co-Chair – Mr. Dehner indicated that this committee would schedule a meeting to begin FY16 budget discussions within the next thirty (30) days.

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

Web Site Committee Report – Bill Johnson, Chair – Eric Homan referred the Board to the web report included in their packets. A meeting of the Web Committee is scheduled for Wednesday, November 12, 2014, at 1:00 p.m. at the Inn at Grand Glaize.

Local PR Committee – Bill Johnson, Chair – Bill Johnson thanked Alderman Olivarri for his attendance at TCLA Board meetings.

CVB Update and Report – Tim Jacobsen reported on the recent events in which the CVB participated including LOTO Bike Fest, LOTO Air Show, and Harbor Hop. Mr. Jacobsen spoke about the Lake of the Ozarks Economic Development Council and indicated new members would be welcome on this Council if anyone were interested.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Inquiries year-to-date through September, 2014, are ahead of 2013 by 3.1%.

Other Old Business – None at this time.

NEW BUSINESS

Funding Request Review – None at this time.

Collection Update – Rebecca Green provided information about contacting vacation rental owners about the proper collection of lodging tax. Information was discussed on how to overcome finding property owners who rent their property to transient guests without properly collecting lodging tax.

Lodging Tax Discussion – The Board discussed the idea of creating a steering committee to research the process of moving forward with an election to increase lodging or sales tax rates. A survey was proposed to see what lodging facilities or the community would like to see the additional funds used for in the community if an additional tax were to be approved.

A brief survey of Board members present indicated that Sheryl Elia , Bill Johnson, Larry Jones, Michael Spriggs, Lance Utley and Sue Westenhaver would be in favor of pursuing a sales tax initiative. It was noted that the opinion of the majority of the Board members would be that an additional lodging tax would possibly be easier to approve with voters.

Survey Funding – The Board discussed hiring H2R Research to conduct a survey of Chamber, CVB and TCLA members regarding their opinions on additional taxes and what they would like to see the additional funds utilized for in the community. The cost of the survey would be approximately \$850. Michael Spriggs made a motion to approve funding one-half (\$425) of this survey out of TCLA FY15 Budget, Line Item I-3: Research. Lance Utley seconded the motion. The motion passed unanimously when voted upon.

Facebook Page – The Board discussed creating a Facebook page for TCLA. After a brief discussion, Sue Westenhaver made a motion to table the topic of the creation of a TCLA Facebook page. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

Other New Business

The next TCLA Board meeting will be held on December 4, 2014, with a time and location to be announced at a later date.

A motion was made by Sheryl Elia to adjourn the TCLA board meeting. Lance Utley seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:41 a.m.