

TRI-COUNTY LODGING ASSOCIATION

Thursday, October 22, 2015

The Tri-County Lodging Association met at 9:00 a.m. at Central Bank of Lake of the Ozarks in Osage Beach, Missouri.

TCLA Board Members Present:

Bill Johnson
Larry Jones
Mark Krantz
Larry McAfee
John Peters
Sherry Shippee
Michael Spriggs
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Fred Dehner
John Peters
Bob Renken

Non-Voting Advisors Absent:

Commissioner Greg Hasty
Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Jo Duncan, Jim Moody, Lagina Fitzpatrick, Alderman John Olivarri, Jeff Carroll, John Fitzpatrick, Janine Bullock, Mike Bleile, and Rebecca Green.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:01 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Bill Johnson made a motion to approve the Agenda as presented. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

GUEST INTRODUCTIONS

At this time, guests were given the opportunity to speak to the Board regarding their funding requests submitted for consideration. During this time Mike Bleile presented information on the Wicked Wine Run, Jeff Carroll presented information on the Lake Stock Fall Crawl, and Janine Bullock and John Fitzpatrick presented information about the Lake of the Ozarks Wedding Association Bridal Show.

PUBLIC COMMENTS

None at this time.

MINUTES

Bill Johnson made a motion to approve the September 24, 2015, TCLA Board meeting minutes. Dexter Whitney seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Larry Jones made a motion to approve Bill #241. Mark Krantz seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported year-to-date collections through August are up 2.17%.

LEGISLATIVE REPORT

Jim Moody discussed several topics with the Board including a general revenue update for the State, hearings to take place on November 4th regarding the Lake of the Ozarks and wake limitations, and upcoming hearings regarding school start date Legislation.

Bill Johnson suggested TCLA request the local Legislators create a Resolution regarding the Lake of the Ozarks being named the “Best Recreational Lake in the Nation” as voted by readers of USA Today. Jim Moody will start working on this and report on progress soon.

Alderman John Olivarri briefly spoke about the upcoming budget process for the City of Osage Beach. Jim Divincen would be making a short presentation to the City of Osage Beach this evening regarding partnering on advertising with the City.

P.R. Firm Update – Jo Duncan with The Beenders-Walker Group spoke about recent public relations activities done on behalf of TCLA.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that the software used for shows at Main Street Music Hall would also be utilized for the 2016 Liverpool Legends shows. Mr. Divincen reported that over 2500 anglers participated in the recent Big Bass Bash. Mr. Divincen also reported that a meeting took place recently with the Director of Missouri State Parks and funds in the amount of \$409,000 were earmarked for improvements to be made at the Lake of the Ozarks State Park – Public Beach #2 by December 31, 2016.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in Board meeting packets. Ms. Fitzpatrick spoke about the recent bid award for the 2020 Can-Am Police-Fire Games, and the Lake of the Ozarks making history by being awarded back-to-back Games. The Board congratulated Ms. Fitzpatrick and the Can-Am Committee on being awarded this history-making piece of business.

Special Events Committee – Michael Spriggs, Chair – Michael Spriggs requested a revised report indicating Business District funding for events be included in the next Board meeting packet.

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

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

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

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen spoke briefly about website information included in the web report and information covered regarding websites at the recent Governor's Conference on Tourism.

Local PR Committee – Bill Johnson, Chair – Bill Johnson commended TCLA and CVB staff for their hard work and staying involved in the community. Mr. Johnson would like to see both organizations continue to market the 'Best Lake in the Nation' designation.

CVB Update and Report – Tim Jacobsen spoke to the Board about activities currently happening with the CVB and staff. Mr. Jacobsen informed the Board that the recent Harbor Hop was a huge success with over 1900 'hoppers'. Mr. Jacobsen spoke briefly about an upcoming feasibility study to take place regarding sporting/recreational fields. He also mentioned the possibility of hosting or being involved with customer service training for Lake area employees prior to the next summer season.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of September 2015 are up 103% compared to September 2014.

TCLA/CVB Retreat Date – TCLA and CVB will host a Board/Staff retreat on November 17, 2015, from 11:00 a.m. to 2:00 p.m. at Old Kinderhook.

Other Old Business – None at this time.

NEW BUSINESS

Funding Requests – At this time the Board discussed funding requests submitted for consideration.

A1. Lake Stock Fall Crawl – Funds were requested in the amount of \$2,500.00 for this event taking place on Saturday, November 7, 2015. Funds would be utilized towards the cost of transportation for the event. Michael Spriggs made a motion to refer this request to the individual Business Districts for consideration. Bill Johnson seconded the motion. The motion passed unanimously.

A2. Anglers in Action – Funds were requested in the amount of \$2,000.00 to assist with costs associated with renting a tent for this event taking place on November 7-8, 2015. Michael Spriggs made a motion to approve funding in the amount of \$1,000.00 out of FY16 TCLA Budget Line Item D-7 (Special Events), for the Anglers in Action Fishing

Tournament. Dexter Whitney seconded the motion. The motion passed unanimously.

A3. Wicked Wine Run – Funds were requested in the amount of \$2,200.00 to assist with advertising and promotion for this event taking place on April 2, 2016, at Seven Springs Winery. Dexter Whitney made a motion to approve funding in the amount of \$1,000.00 out of FY16 TCLA Budget Line Item D-7 (Special Events) for promotion of this event through Facebook sponsored posts and SEM key-word buys. Michael Spriggs seconded the motion. When voted upon, the motion passed with the majority voting in the affirmative. Larry Jones and Mark Krantz opposed this motion.

A4. 2016 Lake of the Ozarks Bridal Show – Funds were requested in the amount of \$5,000.00 to be utilized for billboard advertisements for this event. After a discussion of this request, Bill Johnson made a motion to table this request while further information is gathered. Michael Spriggs seconded the motion. The motion passed unanimously.

Collection Update – Rebecca Green reported that a delinquent property, which currently the Morgan County Business District has liens filed against, is being foreclosed upon and will be sold later in October. She indicated that the bank foreclosing will receive the funds from the sale first, which means it is unlikely any monies will be paid back to the Morgan County Business District. Ms. Green also reported that a current lien filed against a Camden County Medium property would be updated soon to include more current months of non-payment.

City of Osage Beach Presentation – Jim Divincen will be appearing at the Board of Alderman meeting in Osage Beach this evening to request additional advertising partnership funds.

Other New Business

At this time (11:25 a.m.) Sue Westenhaver made a motion to enter into closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Michael Spriggs seconded the motion. The motion passed unanimously.

At 12:11 p.m. Bill Johnson made a motion to re-open the regular meeting of the Board of Directors of Tri-County Lodging Association. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon.

The next TCLA Board meeting will be held on December 3, 2015.

A motion was made by Michael Spriggs to adjourn the TCLA board meeting. Bill Johnson seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 12:12 p.m.