

TRI-COUNTY LODGING ASSOCIATION

Thursday, October 20, 2016

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

TCLA Board Members Present:

Russell Burdette
Fred Dehner
Bill Johnson
Larry Jones
Larry McAfee
John Peters
Bob Renken
Michael Spriggs
Sue Westenhaver
Dexter Whitney

TCLA Board Members Absent:

Sherry Shippee

Non-Voting Advisors Present:

Presiding Commissioner Greg Hasty

Non-Voting Advisors Absent:

Commissioner Brian Duncan
Commissioner James Bryant

Also present were Jim Divincen, Jim Moody, Tim Jacobsen, Lagina Fitzpatrick, Jeff Carroll, 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

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

PUBLIC COMMENTS

None at this time.

MINUTES

Bill Johnson made a motion to approve the August 11th, 2016, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Michael Spriggs made a motion to approve Bill #250. Larry McAfee seconded the motion. The motion passed unanimously when voted upon.

FINANCIAL REPORT

Jim Divincen reported that July, 2016, lodging tax collections were up for 25.5% compared to July, 2015. Collections for August, 2016, were up 5.5% compared to August, 2015.

FUNDING REQUESTS –

A.1. Bridge & Dam Half Marathon and 10K Race A funding request was submitted for consideration for the Bridge & Dam Half Marathon and 10K Race to be held Saturday, March 25, 2017, in the amount of \$1,500.00. The funds would be utilized for this event's social media campaign.

A.2. 4th Annual Lake Stock Fall Crawl A funding request was submitted for consideration for the 4th Annual Lake Stock Fall Crawl to be held Saturday, November 5, 2016. This event requested funds in the amount of \$2,500.00. Event coordinator Jeff Carroll was present and provided information to the Board about this event.

LEGISLATIVE REPORT – Dexter Whitney, Chairman – Jim Moody briefly recapped topics for the Board regarding the upcoming elections from a national and State standpoint. Mr. Moody also spoke briefly about the State revenue situation and indicated that pre-filing for Bills to be presented in the next Legislative session begins on December 1st.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen first recognized and congratulated Lagina Fitzpatrick for recently being honored at the Governor's Conference on Tourism with the Ambassador Award. Mr. Divincen reported that the Big Bass Bash hosted over 3800 anglers, and that he was able to assist Brent Frazee in gathering interviews and photos of the event for an article to be published in the Outdoor Guide Magazine. Mr. Divincen recently made presentations to the Council of Local Governments and the Morgan County Commission regarding TCLA's promotional activities. Mr. Divincen spoke briefly about beginning the RFP process for annual audits beginning in 2017, the current auditor under contract is retiring soon. Bill Johnson added that the presentation made to the Morgan County Commission was very well received and they were very complimentary of TCLA's efforts on behalf of the Lake of the Ozarks.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick mentioned that the recent Firefighter Combat Challenge was very successful and the local fire chiefs were definitely interested in hosting this event again in the future. Ms. Fitzpatrick also mentioned that the Can-Am Police-Fire Games Executive Board meets monthly regarding this event and is moving along with their efforts in planning the upcoming 2018 Can-Am Police-Fire Games. Ms. Fitzpatrick then explained to the Board that the Infotrac/CVB Lead system currently being utilized is expected to be discontinued by year's end. She indicated that a new system would need to be purchased and believed the current Group Sales budget would allow for this purchase.

Special Events Committee – Michael Spriggs, Chair – No report at this time.

Fishing Tournament Committee – Bob Renken, Chair – Mr. Renken reported that the FLW Wildcard Tournament announced the Lake of the Ozarks as the host location in November. He reported rooms were already being booked for this tournament.

Advertising/Budget/Public Relations – Fred Dehner, Chair – This Committee will hold their first round budget meeting on Wednesday, November 2, 2016, at 9:00 a.m.

Employee Review Committee – No report at this time.

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen covered information included in the web report contained in the Board packets. Michael Spriggs noted the increase in visits to Funlake.com and commended both TCLA and CVB for their efforts.

Local PR Committee – Bill Johnson, Chair – No report at this time.

CVB Update and Report – Tim Jacobsen reported that the CVB currently was working diligently on the upcoming 2017 Vacation Guide. Mr. Jacobsen also reported that the Lake of the Ozarks Bike Fest was very successful and visitors for this event were coming to the Lake earlier in the week. Mr. Jacobsen attended the recent Governor’s Conference on Tourism, invited the Board to an upcoming Lake of the Ozarks Regional Economic Development Committee ‘Housing Study’ presentation.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Funlake inquiries were up 19.1% for September, 2016, as compared with September, 2015. For the first 2 months of FY17, lodging tax collectins finished ahead of FY16 by 17.8%.

Other Old Business

NEW BUSINESS

Other New Business – Funding requests were considered at this time.

Lake of the Ozarks Fall Crawl Michael Spriggs made a motion to move this Funding Request to the Business Districts for consideration. Fred Dehner seconded the motion. The motion passed unanimously.

Bridge & Dam Half-Marathon and 10K Race Michael Spriggs made a motion to approve funding in the amount of \$1,500.00 from Special Events Reserve, TCLA FY17 Budget Line Item D-7. Russell Burdette seconded the motion. When voted upon, the majority voted in favor of this motion, Larry Jones voted in opposition. The motion passed.

Collection Update - Rebecca Green reported briefly on recent online collection efforts in conjunction with TCLA attorney Marc Ellinger. A collection letter was provided to each of

the Business Districts for approval for use in this endeavor.

Advisory Board Voting – The Board was provided letters from TCLA attorney Marc Ellinger regarding his legal opinion of the President/Chairman voting on matters during meetings. During this discussion, the Board discussed the TCLA and Business District By-Laws. Russell Burdette made a motion for the Board to be provided with TCLA and Business District By-Laws for review. Michael Spriggs seconded the motion. The motion passed when voted upon.

At this time Dexter Whitney announced this would be his last TCLA Board meeting, he thanked the Board for the opportunity to serve. The Board expressed their gratitude for his time and contributions.

The next TCLA Board meeting will be held on Friday, December 9, 2016 at 9:00 a.m.

A motion was made by Bill Johnson to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:07 a.m.