

TRI-COUNTY LODGING ASSOCIATION

Thursday, October 26, 2017

The Tri-County Lodging Association met at 9:00 a.m. at Quail's Nest Inn & Suites, Osage Beach, Missouri.

TCLA Board Members Present:

Russell Burdette
Larry McAfee
Don Neuharth
John Peters
Bob Renken
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Ken Allen
Fred Dehner
Sherry Shippee

Non-Voting Advisors Absent:
Presiding Commissioner Greg Hasty
Commissioner Brian Duncan
Presiding Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Osage Beach Mayor John Olivarri, Jim Moody, Jen West, Bruce Vanderveld, Charlie Starr, David Shipp, Cindy Stauch, Bill Morgan, Caleb Johnson, Mark Krantz, 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

Don Neuharth made a motion to approve the agenda as presented. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

Charlie Starr spoke briefly to the Board about Stark Caverns, formerly Fantasy Caverns, near Eldon, Missouri. Mr. Starr expressed that he was looking forward to partnering with area lodging facilities to offer discounts to guests and would have meeting and event space available in the future. Mr. Starr offered the attendees the opportunity to tour the cave at no charge, and was looking forward to hosting groups and events at Stark Caverns soon.

MINUTES

Russell Burdette made a motion to approve the September 21, 2017, TCLA Board meeting minutes. Don Neuharth seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #260. Bob Renken seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported that lodging tax collections for the month of August 2017, finished down 0.9%. Year-to-date collections for the first two (2) of FY18, lodging tax collections for the three counties are down 1.38%.

FUNDING REQUESTS

BassWorld Sports Team Classic - This fishing tournament will take place on March 29-30, 2018, and is requesting \$40 per boat, or \$4800.00 to cover expenses for tournament helpers, prizes and other expenses. Only qualified anglers can participate. After a brief discussion, Bob Renken made a motion to approve funds in the amount of \$1,000.00 from the TCLA FY18 Budget, Line Item J-11 for this tournament. He added that further funding could be discussed by the individual Business Districts. Don Neuharth seconded the motion. The motion passed unanimously.

Legislative Report – Russell Burdette, Chair – Jim Moody covered information about the State’s revenue issues.

Mayor John Olivarri spoke briefly about recent and upcoming Osage Beach events. Mayor Olivarri indicated that sales tax revenues for the City of Osage Beach were up 2.5% year-to-date. Also, Mayor Olivarri gave a brief update on the Osage Beach Commons development.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen gave an update on happenings/progress on the new office building for TCLA and CVB. He spoke briefly about the advertising summary provided in Board packets regarding the advertising partnership with the City of Osage Beach, has sent invoice to all advertising/financial partners, and met with the new owners of Dogwood Acres Resort and Osage Beach RV Park. Mr. Divincen reported that there was between 2,700 and 2,800 anglers for the recent Big Bass Bash, and thanked the Lake of the Ozarks Area Business District of Camden County, Less Than 51 Units Category, for funding St. Louis Cardinals ads that were eliminated after Missouri Division of Tourism program funding was decreased.

Group Sales – Jen West, Group Sales Manager, covered information provided in the Group Sales report included in the Board packets. Ms. West reported that fundraisers were scheduled for the 2018 Can-Am Police-Fire Games, including a golf tournament at Old Kinderhook on Monday, October 30th, an evening social on November 9th at Domenico’s in Osage Beach, and a paintball tournament on November 18th.

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

Fishing Tournament Committee – Bob Renken, Chair – Bob Renken indicated that the impact of fishing tournaments is significant, and would like to seek alternative funding methods to help attract more tournaments. He suggested a brainstorming session with anyone interested in participating about this topic.

Advertising/Budget/Public Relations – Fred Dehner, Chair – Jim Divincen reported that the first draft of the FY18 TCLA Budget was complete. A budget meeting would be scheduled in the near future.

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

Website Committee Report – Michael Spriggs, Chair – Tim Jacobsen reported on website statistics in the Web Report included in Board packets.

Building Committee – Bob Renken, Chair – Jim Divincen spoke briefly about working with a local architect/engineer to explore renovating the new office building for TCLA/CVB, he added that the locks are scheduled to be changed on November 6th, and is in the process of scheduling an exterminator and other cleaning services needed.

CVB Update and Report – Tim Jacobsen reported that CVB was currently working on the 2018 Vacation & Service Guide. Currently the CVB is interviewing candidates for the position of Director of Advertising & Sales, and hopes to have this position filled soon. Mr. Jacobsen also reported that Bike Fest was very well attended, adding that approximately 65,000 motorcycles visited the Lake during the event.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Year-to-date visits to Funlake are up 4.7% (47,265), compared to the first nine months in 2016.

Other Old Business – None at this time.

NEW BUSINESS

Other New Business

There will be a TCLA/CVB Board luncheon on Tuesday, December 19, 2017.

The next TCLA Board meeting will be held on Thursday, December 7, 2017 at 9:00 a.m.

A motion was made by John Peters to adjourn the TCLA board meeting. Michael Spriggs seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 10:39 a.m.