

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, September 24, 2015

The Tri-County Lodging Association met at 9:00 a.m. at CoMo Electric in Laurie, Missouri.

### **TCLA Board Members Present:**

Fred Dehner  
Bill Johnson  
Larry Jones  
John Peters  
Sherry Shippee  
Michael Spriggs  
Sue Westenhaver

### **TCLA Board Members Absent:**

Alan D’Zurilla  
Mark Krantz  
Bob Renken  
Dexter Whitney  
Non-Voting Advisors Absent:

Commissioner Greg Hasty  
Commissioner Brian Duncan  
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Marjorie Beenders, Jim Moody, Lagina Fitzpatrick, Jen West, Major Kemp Shoun, 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**

A request was made for the addition of item 15F to include “Appointment of Small Lodging Category Representative to the CVB Board”. Also requested was the addition of item 15G- “Additional Cooperative Marketing Funds” be added to the Agenda.

Michael Spriggs made a motion to approve the Agenda with the requested changes/additions. John Peters seconded the motion. The motion passed unanimously when voted upon.

### **PUBLIC COMMENTS**

Major Kemp Shoun spoke to the Board about an upcoming hearing that will be held in Osage Beach regarding no-wake issues, dock electrical issues and findings of the Committee regarding the merger of the MSHP and MSWP divisions. Major Shoun explained some recent changes made in the training procedures for the Water Division. A brief discussion was held regarding visibility of buoys at night and the re-opening of the training pool for Marine Division officer training.

### **MINUTES**

Bill Johnson made a motion to approve the August 20, 2015, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

## **BILLS COMMITTEE REPORT**

Michael Spriggs made a motion to approve Bill #240. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon.

## **FINANCIAL REPORT**

Jim Divincen reported year-to-date collections are up 4.16%.

**FUNDING REQUESTS** – No funding requests were presented at this time.

## **LEGISLATIVE REPORT**

Jim Moody discussed several topics with the Board including bills recent vetoed/overturned during a veto session. Mr. Moody also discussed aspects of the 'Right To Work' legislation and the House Bill pertaining to municipal ordinances regulating employment practices.

**P.R. Firm Update** – Marjorie Beenders with The Beenders-Walker Group spoke about recent public relations activities done on behalf of TCLA, and all efforts being made to promote the Lake of the Ozarks being chosen the #1 Recreational Lake in the Nation in a USA readers' poll conducted by the '10 Best' website. Other activities include attending several travel media tradeshow and responding to requests from writers for various story ideas.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that several of TCLA's 'writer friends' had covered the news about the Lake of the Ozarks being named the #1 Recreational Lake in the Nation, with the hopes that more coverage will be seen in the future. Mr. Divincen spoke about the upcoming Cooperative Marketing Guidelines in which the Lake will be able to request up to \$275K in FY17, a \$75K increase over FY16. Mr. Divincen recently prepared information to present to the City of Osage Beach fulfilling the advertisement agreement with this entity, including an invoice for their portion of the radio and advertising products completed. Mr. Divincen spoke about the covered pavilion project for Public Beach #2 being put on hold and recent testing of the public beaches being well below the acceptable level for remaining open without an advisory. Mr. Divincen recently visited with the new publisher for Lake Media, the new GM for Lamar, and a developer exploring the possibility of constructing a resort/convention center in the Osage Beach area.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in Board meeting packets. Ms. Fitzpatrick gave an update of all the 'happenings' related to the 2018 and 2020 Can-Am Police-Fire Games. Also, Ms. Fitzpatrick provided information to the Board about a fishing tournament, the 2016 FLW Series National Qualifying Event. She presented the tournament's hosting requirements and recommended offering this event \$5,000.00 in host fees to take place at the Lake of the Ozarks. After some discussion, Fred Dehner made a motion to authorize Lagina Fitzpatrick to offer the 2016 FLW Series National Qualifying Event \$5,000.00, out of the FY17 TCLA/Group Sales Budget, to host their tournament at the Lake of the Ozarks. Bill Johnson seconded the motion. When voted upon, the motion passed with one dissenting vote cast by Larry Jones.

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

**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 found in the TCLA Board packets.

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson commended TCLA and CVB staff for their hard work and staying involved in the community.

**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 currently the latest feasibility study for sporting event facilities would take place October 28-30, 2015. Mr. Jacobsen indicated that the CVB was currently working on ad and product sales for 2016, in addition to participating heavily in the LOTO Air Show, LOTO Bike Fest and preparing for Harbor Hop.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Funlake.com visits for the month of August 2015 are up 31.2% compared to August 2014.

**TCLA/CVB Retreat Date** – The Board discussed scheduling a date to host a TCLA/CVB Board Retreat. This will take place around the end of November, or beginning of December. Potential dates will be sent via email to both Boards soon.

**MHLA Legal Action** – Jim Divincen reported about recent action taken by the Missouri Hotel & Lodging Association against the cities of Kansas City and St. Louis regarding minimum wage increase propositions.

**Other Old Business** – None at this time.

## **NEW BUSINESS**

**Funding Request Review** – None at this time.

**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. The information will be provided to legal counsel to make certain the liens are handled and monies owed to the Morgan County Business District are

collected at the sale.

**Post-Season Cardinals Baseball Advertising Opportunity** – The Board discussed the opportunity to advertise during the post-season St. Louis Cardinals games, and possibly partnering with the City of Osage Beach in this endeavor. The Board decided to forego this advertising at this time.

**Appointment to the CVB Board** - At this time the Board acknowledged that Michael Spriggs resigned his position on the CVB Board representing the small lodging category for TCLA. A call for nominations was made to fill the unexpired term. Bill Johnson nominated Sherry Shippee for this position. When voted upon, all Board members were in favor of this appointment.

**Additional Cooperative Marketing Funds Available** – Jim Divincen spoke about the upcoming Cooperative Marketing Guidelines in which the Lake will be able to request up to \$275K in FY17, a \$75K increase over FY16 fund available.

### **Other New Business**

Jim Divincen informed the Board that Lamar Outdoor had offered to create a new vinyl for a billboard on Highway 54 between the Lake and Jefferson City for \$1,000.00 to include the new message about the Lake being voted the “#1 Recreational Lake in the Nation”. Michael Spriggs made a motion to approve spending \$1,000.00 out of FY16 General Reserve to cover the cost of new vinyl for the billboard on Highway 54. Larry Jones seconded the motion. The motion passed unanimously when voted upon.

At this time (11:33 a.m.) Sue Westenhaver made a motion to enter into closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Fred Dehner seconded the motion. The motion passed unanimously.

At 11:48 a.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 October 22, 2015.

A motion was made by Bill Johnson to adjourn the TCLA board meeting. Michael Spriggs seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 11:49 a.m.