

**TRI-COUNTY LODGING ASSOCIATION**

Thursday, September 22, 2016

The Tri-County Lodging Association met at 9:00 a.m. at Camdenton Chamber of Commerce, Camdenton, Missouri.

**TCLA Board Members Present:**

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

**TCLA Board Members Absent:**

Dexter Whitney  
Bob Renken

**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, Mayor John Olivarri, Bruce Vanderveld, K.C. Cloke, Lance Utley, Lagina Fitzpatrick, Lori Hess, Janine Bullock, Wendy Peters, Paul Alpers, Paul Hooper, Ward & Barb Morris, Gary Hollern, Marc Ellinger, Jeff Vernetti, and Rebecca Green.

**CALL TO ORDER**

Chairman Sue Westenhaver called the meeting to order at 2:03 p.m.

**INTRODUCTIONS**

Introductions were made by all meeting attendees.

**APPROVAL OF AGENDA**

Chairman Sue Westenhaver requested that Agenda Item 15.A Collections – TCLA Attorney Marc Ellinger, be moved up to 7.A. on the Agenda and Agenda Item 15.B. Ball Parks of the Ozarks be moved up to 7.B. Ms. Westenhaver also requested that Agenda Item 12.E – Employee Review Committee, be moved to Agenda Item 15.D.

Bill Johnson made a motion to approve the Agenda with the suggested changes. John Peters seconded the motion. The motion passed unanimously when voted upon.

**GUEST INTRODUCTIONS**

Introductions were made of guests attending the meeting.

**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 #249. Russell Burdette seconded the motion. The motion passed unanimously when voted upon.

**COLLECTIONS (7.A)** TCLA Attorney Marc Ellinger spoke to the Board about online vacation rentals and making contact with those not properly collecting or remitting lodging tax. Mr. Ellinger discussed the different types of platforms offered online for vacation rentals, discussing the differences of a marketing platform and facilitation platform. Jim Moody added that there is the possibility that VRBO, in 2017, may switch to a facilitation platform and collect and remit lodging taxes directly. After further discussion regarding online vacation rentals, Russell Burdette made a motion to spend up to \$1,000.00 from the FY17 TCLA Budget Legal Line Item to cover costs associated with Mr. Ellinger to draft a letter to be sent to vacation rental owners on VRBO.com who are not currently collecting or remitting lodging tax, working in conjunction with TCLA staff. Sherry Shippee seconded the motion. The motion passed unanimously when voted upon.

**BALLPARKS OF THE OZARKS (7.B)** Jeff Verneti with Ballparks of the Ozarks gave a brief update on the progress of this facility located in Macks Creek, MO. The current plan is for the facility to open in mid-2017.

## **FINANCIAL REPORT**

Jim Divincen reported that lodging tax collections were up for July, 2016 12.48% compared to July, 2015.

## **FUNDING REQUESTS –**

**A.1. Heaven’s Anglers “Help a Child” Fishing Tournament** A funding request was submitted for consideration for the Heaven’s Anglers “Help A Child” Fishing Tournament to be held Saturday, October 22, 2016, in the amount of \$3,000.00. Tournament Coordinator Gary Hollern was present and provided information about this tournament and organization to the Board.

**A.2. American Crappie Trail National Championship** A funding request was submitted for consideration for the American Crappie Trail National Championship fishing tournament to be held in October, 2017. This event requested funds in the amount of \$5,000.00. Tournament coordinator Paul Alpers was present and provided information to the Board about this tournament, the qualifying process, media involvement and sponsorships obtained.

**A.3. Lake of the Ozarks Wedding Association** A funding request was submitted by the Lake of the Ozarks Wedding Association for their annual Bridal Show to be held on Sunday,

February 26, 2017. The Association is requesting \$2,000.00 to assist with marketing and advertising this event, primarily through SEM and Facebook promoted posts.

**LEGISLATIVE REPORT** – Dexter Whitney, Chairman – Jim Moody briefly recapped topics for the Board regarding the recent Legislative Veto Session and State Budget updates. Mayor John Olivarri briefly spoke to the Board about an ongoing Economic Development study for the west side of Osage Beach, the recent Fall Festival, a new digital sign installed at the entrance of the City Park and upcoming holiday lights event.

K.C. Cloke, Executive Director for the Lake Area Chamber spoke to the Board about upcoming Chamber events, including the November Eggs & Issues event with the topic being the new salary and overtime wage laws. Ms. Cloke also spoke about the Home Trade Show event taking place October 8<sup>th</sup> and 9<sup>th</sup>, 2016, at The Lodge of Four Seasons.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen has been asked to do a condensed presentation to the Council of Local Governments on October 17<sup>th</sup>, 2016, outlining TCLA’s advertising and marketing products. Mr. Divincen also noted that Lake of the Ozarks received the designation of “Best Vacation Spot In Missouri” on MSN.com and he is currently in the process of booking Liverpool Legends for March 2017. Mr. Divincen has been working with the County Commissions in Camden, Miller and Morgan Counties to obtain Resolutions designating TCLA as the DMO for the three (3) counties as required by the Missouri Division of Tourism, and is pleased that Lake Media is now publishing the “Around the Lake” articles previously published in The Lake Today.

**Group Sales** – Lagina Fitzpatrick, Director of Sales, covered the Group Sales report included in the Board packets. Ms. Fitzpatrick mentioned that she and Group Sales Manager Jen West were heavily involved in the Firefighter Combat Challenge being held this coming weekend, and the full Can-Am Federation Board would be in town beginning this weekend for a visit as well.

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

**Fishing Tournament Committee** – Bob Renken, Chair – The Board discussed the funding authority of the Fishing Tournament Committee at this time. Larry McAfee made a motion to authorize the TCLA Fishing Tournament Committee to fund up to \$2,500.00 out of the Fishing Reserve Line Item in the TCLA Budget without prior TCLA Board approval. Fred Dehner seconded the motion. When voted upon, Larry McAfee, Sherry Shippee and Fred Dehner voted in favor of this motion. Larry Jones, Michael Spriggs, Bill Johnson and John Peters opposed this motion, therefore the motion failed.

Larry Jones made a motion to authorize the TCLA Fishing Committee to appropriate up to \$1,500 out of the Fishing Reserve Line item in the TCLA Budget for Fishing Tournaments. Larry McAfee seconded the motion. When voted upon, the motion passed with the majority voting in favor. Bill Johnson opposed this motion.

At this time, John Peters made a motion to approve funding \$15,000.00 for three (3) BASS fishing tournaments to be taken out of the Fishing Tournament Line Item J-11. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

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

**Employee Review Committee** – No report at this time, closed session will occur at the end of this meeting for this Committee and Board.

**Website Committee Report** – Michael Spriggs, Chair – No report at this time.

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

**CVB Update and Report** – No report at this time.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. YTD Funlake visits were up 19% compared to 2015.

### **Other Old Business**

## **NEW BUSINESS**

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

**Help a Child Tournament** – Fred Dehner made a motion to approve \$1,000.00 out of the Fishing Tournament Reserve Line Item (J-11) for this tournament. John Peters seconded the motion. The motion passed unanimously when voted upon.

**American Crappie Trail National Tournament** – Fred Dehner made a motion to approve \$3,000.00 out of the FY18 TCLA Budget Fishing Tournament Reserve Line Item. Bill Johnson seconded the motion. The motion passed unanimously when voted upon. Also mentioned at this time, the Lake of the Ozarks Area Business District of Morgan County would be funding an additional \$1,000.00 for this tournament.

**Lake of the Ozarks Wedding Association Bridal Show** – Larry McAfee made a motion to approve \$1,500.00 out of TCLA Budget Special Events Reserve Line Item (D-7) for the Lake of the Ozarks Wedding Association Bridal Show in February 2017. Fred Dehner seconded the motion. The motion passed unanimously when voted upon.

At this time (4:55 p.m.) Bill Johnson made a motion to enter into closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Larry McAfee seconded the motion. A roll call vote was taken:

Fred Dehner - Yes

Bill Johnson - Yes  
Larry McAfee - Yes  
John Peters - Yes  
Sherry Shippee - Yes  
Sue Westenhaver - Yes

The motion passed unanimously to enter into closed session.

At 5:07 p.m. Bill Johnson made a motion to re-open the regular meeting of the Board of Directors of Tri-County Lodging Association. Fred Dehner seconded the motion. A roll call vote was taken:

Fred Dehner - Yes  
Bill Johnson - Yes  
Larry McAfee - Yes  
John Peters - Yes  
Sherry Shippee - Yes  
Sue Westenhaver - Yes

The motion passed unanimously when voted upon.

The next TCLA Board meeting will be held on October 20, 2016 at 9:00 a.m.

A motion was made by John Peters to adjourn the TCLA board meeting. Larry McAfee seconded the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 5:08 p.m.