

TRI-COUNTY LODGING ASSOCIATION

Thursday, September 20, 2018

The Tri-County Lodging Association met at 9:00 a.m. at 985 KK Drive in Osage Beach, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Fred Dehner
Mark Krantz
Don Neuharth
Sherry Shippee
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Bob Renken

Non-Voting Advisors Absent:
Presiding Commissioner Greg Hasty
Presiding Commissioner Tom Wright
Presiding Commissioner James Bryant

Also present were Jim Divincen, Tim Jacobsen, Jim Moody, Marjorie Beenders, Bruce Vanderveld, Lagina Fitzpatrick, Cole Bradbury, and Rebecca Rupard.

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

Sue Westenhaver requested that item 15A be added to replace Agenda Item 11E – Employee Performance Review. Don Neuharth made a motion to approve the Agenda with the suggested change. Ken Allen seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Mark Krantz made a motion to approve the August 23, 2018, TCLA Board meeting minutes. Michael Spriggs seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #269. Michael Spriggs seconded the motion. The motion passed unanimously.

Ken Allen requested information about an ‘electronic device policy’ for staff and a discussion took place regarding cell phone expenses. Information will be provided at the October TCLA Board meeting.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. July 2018 lodging tax collections were even compared to July 2017. Lodging taxes for the first month of Fiscal Year 2019 were slightly down by 0.13%, \$330,181 compared to \$330,596.

FUNDING REQUESTS

Lake of the Ozarks Mardi Gras Pub Crawl This request was presented by the Lake Area Chamber of Commerce in the amount of \$6,000.00 to cover costs for safe bus transportation to lodging facilities for the event and other marketing expenses. Cole Bradbury, Secretary for the Lake Area Chamber, attended this meeting and provided information about the event and future plans. Topics included marketing strategies, cost of participation and insurance coverages for all entities sponsoring and participating. The Board thanked Mr. Bradbury for his time and explained that the request will be discussed later in the meeting.

Legislative Report – Russell Burdette, Chair – Jim Moody reported on a situation with the Missouri Department of Revenue and income withholdings. This situation will eventually affect employers and employees as the State will need to remedy the errors that have occurred over the past six (6) months. He will keep the Board apprised of the situation.

Also mentioned was that there has been no activity about online vacation rental platforms and the proper collection of all taxes. There has also been no activity regarding school start date legislation.

Executive Director Report – Jim Divincen referred the Board to his report included in their packets. He requested authorization for funds to be utilized for a sponsored Facebook post to promote voting for the Lake of the Ozarks as “The Best Destination for Fall Foliage” in a contest presented by USA Today. Russell Burdette made a motion to authorize up to \$850.00 from FY19 TCLA Budget – General Reserve Line Item “N” for sponsored Facebook posts to promote voting for the Lake of the Ozarks as “The Best Destination for Fall Foliage”. Don Neuharth seconded the motion. The motion passed unanimously.

Group Sales – Lagina Fitzpatrick, Director of Sales, covered group sales information included in the report in Board packets. Ms. Fitzpatrick reported that the Can-Am Police-Fire Games event was holding its first fundraising event this evening for the 2020 Games.

Special Events Committee – Russell Burdette, Chair – Russell Burdette suggested this committee set a meeting date following the summer season to discuss new events for the Lake and the funding parameters for current and new special events. This meeting was scheduled for October 3, 2018, at 10:00 a.m. at the offices of Your Lake Vacation in Osage Beach, Missouri.

Fishing Tournament Committee – Bob Renken, Chair – No report was given at this time.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs indicated that a meeting needs to be scheduled to discuss and review the first draft of the

FY20 TCLA Budget. This meeting will take place on October 3, 2018, at 11:00 a.m. at the Your Lake Vacation offices in Osage Beach – immediately following the Special Events Committee meeting.

Employee Review Committee – Sue Westenhaver reported that this Committee had held a meeting and information would be covered in a Closed Session to be held later in the meeting.

Website Committee Report – Sherry Shippee, Chair – Tim Jacobsen covered information in the web report included in Board packets. The Funlake.com would soon have over 1 million visits for this calendar year.

Building Committee – Bob Renken, Chair – No report was given at this time.

CVB Update and Report – Tim Jacobsen reported that the CVB sales team were out working on membership and 2019 Vacation Guide sales. CVB Staff is currently working on upcoming events including Lake of the Ozarks Air Show, Harbor Hop, and Eagle Days. Mr. Jacobsen reported that Vacation Guides were running low and the CVB would be printing around 160,000 for 2019.

Mr. Jacobsen also mentioned an upcoming conference call with staff members from the City of Camden and XO Strategy regarding the potential for a destination tournament soccer complex study being conducted for the Lake of the Ozarks.

Finally, a TCLA/CVB Board-Staff Holiday luncheon has been scheduled for November 20, 2018, on the Tropic Island Cruise Boat.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review.

Other Old Business – None at this time.

NEW BUSINESS

Outdoor Guide in St. Louis Post-Dispatch – Jim Divincen explained that this advertising opportunity was presented at the previous TCLA Board meeting, but a quorum was not present to approve this advertisement. Due to an approaching deadline, the Lake of the Ozarks Area Business District of Camden County – Small and Medium Categories – guaranteed funds for this ad until the Board could review and approve. Michael Spriggs made a motion to approve funds for this advertisement in the amount of \$1,600.00 out of TCLA FY19 Budget, Line Item “N” – General Reserve. Sue Westenhaver seconded the motion. The motion passed with the majority voting in favor of this advertising expense. Mark Krantz voted in opposition.

Appointment of TCLA Board Member from the 51 – 299 Category to the CVB Board
After a brief discussion, Don Neuharth was appointed to represent this category on the CVB Board.

Collections Discussion regarding Missouri Department of Revenue The Board briefly discussed seeking assistance from the Missouri Department of Revenue to collect the proper lodging taxes on overnight rentals.

All Lodging Meeting – PowerPoint Presentation The Board discussed possibly holding meetings to present to all facilities information about TCLA and how lodging taxes are utilized to promote the Lake of the Ozarks. The current PowerPoint presentation will be reviewed, and this will be addressed at a later date.

Other New Business –

Funding Request Discussion - The Board revisited the Funding Request presented earlier in the meeting for the Lake of the Ozarks Mardi Gras Pub Crawl. Michael Spriggs made a motion to move this funding request to the Business Districts for consideration. Don Neuharth seconded the motion. The motion passed unanimously.

The next TCLA Board meeting will be held on Thursday, October 25, 2018, at 9:00 a.m. in the new TCLA/CVB offices.

Closed Session - At this time (10:43 a.m.) Mark Krantz made a motion to enter closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Don Neuharth seconded the motion. A roll call vote was taken:

- Ken Allen – Yes
- Russell Burdette - Yes
- Fred Dehner - Yes
- Mark Krantz - Yes
- Don Neuharth - Yes
- Sherry Shippee – Yes
- Michael Spriggs - Yes
- Sue Westenhaver - Yes

The motion passed unanimously to enter closed session.

Michael Spriggs made a motion to adjourn the closed session at this time (11:51 a.m.). Don Neuharth seconded the motion. The motion passed unanimously.

Michael Spriggs made a motion to adjourn the TCLA board meeting. Sherry Shippee seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:52 a.m.