

TRI-COUNTY LODGING ASSOCIATION

Thursday, September 26, 2019

The Tri-County Lodging Association met at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Ken Allen
Russell Burdette
Fred Dehner
Mark Krantz
Angie Seaton
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Don Neuharth
Lance Utley

Non-Voting Advisors Absent:

Presiding Commissioner Greg Hasty
Presiding Commissioner Tony Stephens

Also present were Jim Divincen, Tim Jacobsen, Bruce Vanderveld, Eric Homan, Greg West, Dexter Whitney, Marjorie Beenders, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:04 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.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Ken Allen made a motion to approve the August 22, 2019 and September 4, 2019, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Russell Burdette made a motion to approve Bill #279. Ken Allen seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Jim Divincen reported on lodging tax collections. Lodging tax collections for the month of July 2019 were up 2.52% compared to July 2018. Year-to-date collections for the one (1) month of FY20, were up 2.52% compared to FY18.

LEGISLATIVE REPORT – Russell Burdette, Chair – Russell Burdette spoke briefly about a recent meeting with Representative Suzie Pollock. Those in attendance at this meeting were Mark Krantz, Sue Westenhaber, Jim Divincen, Russell Burdette, and Tim Jacobsen. All reported that this was a very productive and educational meeting.

Executive Director Report – Jim Divincen reported on several items covering the past month. Mr. Divincen did a live television interview during the Lake of the Ozarks Shootout and reported that this year’s broadcast quality was significantly improved with Benne Media. Mr. Divincen met with US Representative Blaine Luetkemeyer and discussed a lending source for the Destination Tournament Soccer Complex. He also met with the Mayor of Osage Beach and Thomas Construction to discuss construction costs for this proposed complex. Mr. Divincen is working with Madden Media and the City of Osage Beach regarding options for research companies to gather visitor information. Mr. Divincen indicated that sales tax information is still not available from the MO Department of Revenue and reported that there have been no water quality issues for quite some time. Finally, he mentioned to the Board that Madden Media would be conducting a seminar at the TCLA/CVB offices on Monday, October 7th, 2019, regarding digital marketing.

Public Relations Report Marjorie Beenders with The Beenders-Walker Group reported on many activities taking place with their office on behalf of the Lake of the Ozarks. Ms. Beenders reported that in FY19 a total of \$1.7 million was achieved in ad equivalency. The Netflix series “Ozark” continues to generate interest in the media in the Lake of the Ozarks and plans for an “Ozark” themed press trip are being made. Ms. Beenders reported that the “Free Trip Tuesday” segment on the Fox television station out of St. Louis, generated more entries than any other giveaway from this segment, which occurred in May.

Internal Public Relations Report – Rebecca Rupard reported on several events and activities from the past month. Items included working the LOTO Shootout for three (3) days, submitting ad approvals to the MO Division of Tourism, meeting with Vivian Nweze – blogger/influencer covering the Lake of the Ozarks, prepared election information for each County Clerk, sent a room night request for Bike Fest, and is in the process of completing audit documentation for the three (3) Business Districts.

Group Sales – Jim Divincen referred the Board to review the Group Sales report provided in the Board packets.

Special Events Committee – Russell Burdette, Chair –Mr. Burdette indicated that the Big Bash Bass would take place the first weekend of October. He also mentioned that the Lake of the Ozarks Air Show was not being held this year, but hopefully again in 2020.

Fishing Tournament Committee – Marcus Sykora, Chair – No report at this time.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Jim Divincen asked when a first-round budget meeting should be scheduled for FY21. Michael Spriggs suggested November.

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

Website Committee Report – Lance Utley, Chair – Eric Homan indicated that visits to Funlake.com were slightly down, and currently the SEM campaign was being adjusted. Mr. Homan shared that the new events calendar has been updated to include six (6) different categories and should be more user friendly.

CVB Update and Report – Tim Jacobsen reported that the CVB staff was doing a great job managing 2020 Vacation Guide sales, as well as working on the upcoming Harbor Hop and Eagle Days. Mr. Jacobsen gave an update on the Destination Tournament Soccer Complex campaign plans which include billboards, postcards, radio and television spots, and many, many speaking engagements. Two (2) informational meetings have been scheduled for the public, Tuesday, October 1, 2019, at The Exchange in Camdenton, MO from 6pm to 8pm and Monday, October 28, 2019, at The Four Seasons POA in Lake Ozark, MO, from 6pm to 8pm. Mark Krantz and Sue Westenhaver expressed their appreciation to Tim Jacobsen for being the driving force for this campaign.

At this time Michael Spriggs asked a few questions regarding the Destination Tournament Soccer Complex including a proposed budget for the complex, what the operating agreement would look like between the City of Osage Beach and a tournament operator, and if there would be minimum night stays/rooms required. More specifically, Mr. Spriggs was inquiring that if a team rents a house, is that considered one (1) unit, and would it still count towards the ‘stay to play’ requirement. Tim Jacobsen responded that there are several styles of agreements, and that would be determined once the City of Osage Beach selected the tournament operator.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com for the month of August 2019 were down 3,579 (2.6%) compared to August 2018. Year to date for the first eight calendar months, Funlake.com visits are up 5.4%.

Other Old Business – None at this time.

NEW BUSINESS

Funding Request: 2020 Bass World Sports Team Classic is requesting funds in the amount of \$4,000.00 or \$40 per boat. This tournament will take place in March 2020 and is expecting 120 boats/240 anglers. Greg West is assisting with this tournament and provided additional information to the Board for consideration. After further discussion, Michael Spriggs made a motion to fund \$3,000.00 out of the FY20 Fishing Reserve Line Item in the TCLA Budget. Fred Dehner seconded the motion. The motion passed unanimously.

Jim Divincen provided information to the Board about a request to assist with maintenance funds for the Welcome Garden at the intersection of Bagnell Dam Boulevard and Business Highway 54 and the Lake of the Ozarks sign lights. Fred Dehner made a motion to fund \$1,000.00 out the FY20 General Reserve Line Item in the TCLA Budget. Michael Spriggs seconded the motion. The motion passed unanimously.

Jim Divincen also provided information about possible partnership/sponsorship

opportunities for upcoming events at Ozark Amphitheater.

Other New Business – The next TCLA Board & Business District Advisory Board meetings are scheduled for Thursday, October 24, 2019 at 9:00 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Michael Spriggs made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:01 a.m.