

TRI-COUNTY LODGING ASSOCIATION

Thursday, April 26, 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
John Peters
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Jim Cleary
Bob Renken
Sherry Shippee

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

Also present were Jim Divincen, Tim Jacobsen, Jen West, Christina Wilson, Cindy Stauch, Mayor John Olivarri, Commissioner Bev Thomas, Dennis Klautzer, Gerry Murawski, Marjorie Beenders, Christy Janssen, Steve Schmidt, Bruce Vanderveld, and Rebecca Rupard.

CALL TO ORDER

Chairman Sue Westenhaver called the meeting to order at 9:00 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Westenhaver requested that Agenda Item 15E be moved up to 6A, and 15D be moved up to 6B.

Ken Allen made a motion to approve the agenda with the suggested changes. John Peters seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None were made at this time.

MINUTES

Michael Spriggs requested that the minutes reflect Sherry Shippee as the Chair of the Website Committee.

Don Neuharth made a motion to approve the March 22, 2018, TCLA Board meeting minutes with the suggested correction. Russell Burdette seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Ken Allen made a motion to approve Bill #265. Michael Spriggs seconded the motion. The motion passed unanimously.

COLLECTION DISCUSSION Camden County Commissioner Bev Thomas explained to the TCLA Board recent communications between her office and Airbnb. Jim Divincen also participated in a conference call with Commissioner Thomas and Airbnb regarding a proposed agreement for Airbnb to assume responsibility of collecting lodging taxes for their clients and remitting to the Camden County Collector's office. A discussion regarding the agreement took place, with Commissioner Thomas explaining that Airbnb would not agree to collect anything more than lodging taxes on the overnight rentals from their platform and indicated that only one other area in Missouri had entered into an agreement with Airbnb. The Board thanked Commissioner Thomas for her time as she had to leave the meeting for another commitment.

LAKE SHUTTLE City of Lake Ozark Aldermen Gerry Murawski and Dennis Klautzer appeared before the Board to provide information about shuttle service for the Bagnell Dam Strip. The gentlemen explained the budget for this endeavor and explained that there would be grant funds utilized to assist with this project. The main goal of the shuttle is for employees on the Strip to ride the shuttle and free up parking for visitors and patrons. Several businesses have already contributed funds to the project, but they need approximately \$15,000.00 to meet the \$50,000.00 budget needed for the summer season. The Board thanked the gentlemen for their time and indicated that they would discuss this request later in the meeting.

FINANCIAL REPORT

Jim Divincen provided an updated lodging tax collection report. February 2018 lodging tax collections were down 2.19% compared to February 2017. Lodging tax collections year-to-date for the first eight (8) months of FY18 are up 4.34% compared to the first eight (8) months of FY17.

FUNDING REQUESTS

Shootout Lil Boat & Pontoon Poker Run: This request was previously tabled from the March 2018 TCLA Board meeting. Don Neuharth made a motion to remove this request from the table. Russell Burdette seconded the motion. The motion passed unanimously. This event will take place on September 8, 2018 and is requesting \$2,000.00 to cover advertising costs through Fidelity 6 Communications. Christy Janssen, Executive Director for the Lake of the Ozarks Shootout briefly spoke about this event and the intentions of the Shootout Committee to generate more funds for the community. The Board thanked the Ms. Janssen for attending and indicated they would make a decision regarding this request under 'Old Business' on the Agenda.

Lake Race: This event will take place June 1-2, 2018 and has \$2,000.00 currently funded in the FY18 TCLA Budget. They are requesting an additional \$1,500.00 to help with billboard advertising costs. Ken Allen answered questions regarding this event and expense, the Board will further discuss at the end of the TCLA Board meeting.

Legislative Report – Russell Burdette, Chair – Mr. Burdette reported on the status of several pieces of Legislation which affects either tourism or Lake related topics. Jim Divincen noted that he, Michael Spriggs, Darin Keim, Matt Sutcliffe all testified regarding school start date Legislation. Mr. Divincen thanked the gentleman for doing so and will keep the Board informed regarding the status.

Mayor Olivarri reported that the City of Osage Beach sales tax numbers were down in January, but moved up in February, March, and April. Mayor Olivarri reported that the west end of the Parkway would undergo resurfacing soon.

Also mentioned at this time was the upcoming Legislative Ice Cream Social in Jefferson City on May 9th.

Executive Director Report – Jim Divincen reported to the Board several activities and meetings attended over the past month.

Included topics of the report were potential changes in the Matching Marketing Grant Program with the Missouri Division of Tourism, billboard ads including spots for Osage Beach, the recent Big Bass Bash which hosted over 3,000 anglers, a request for a letter of support for a new resort development on State Highway KK in Osage Beach from developer Dan Foster, and a credit of approximately \$8,200.00 from the Liverpool Legends concerts for the TCLA budget. Mr. Divincen also mentioned a new attraction coming to the Lake of the Osage – the nation’s largest indoor go-kart track that will have 3 levels and all electric karts for which speed can be controlled as needed for age groups. Mr. Divincen recently assisted with a visit from Brent Frazee who would be writing outdoor stories for various publications including The Kansas City Star and Joplin Globe.

Further discussion took place regarding the requested letter of support for the resort development on State Highway KK. Russell Burdette inquired if the TCLA Board had ever submitted a letter of support for a development, to which the answer was no, none had ever been written. After further discussion, Don Neuharth made a motion that Mr. Divincen convey verbally to the developer that the TCLA Board does not submit letters of support as a normal procedure for developments. Russell Burdette seconded the motion. When voted upon, Mark Krantz was the only dissenting vote. The remainder of the Board voted in favor and approved this motion. Also discussed was extending an invitation to developer Dan Foster to attend a TCLA Board meeting to discuss this project.

Public Relations Marjorie Beenders with The Beenders-Walker Group reported to the Board on several public relations activities having occurred over the past few months, and upcoming activities as well. Ms. Beenders spoke about a recent NATJA (North American Travel Journalists Association) Conference held in Branson, MO, and prior to this Conference the Lake of the Ozarks hosted five (5) travel writers on a FAM tour. Ms. Beenders explained that the MO Division of Tourism and Film Commission were involved with this FAM tour as well. Ms. Beenders spoke about ad equivalency numbers for stories related to the Netflix series “Ozark”. She presented eight (8) articles that value over \$112,000.00 in coverage and expects many more.

Group Sales – Jen West, Group Sales Manager, covered information provided in the Group Sales report included in the Board packets. Ms. West spoke about upcoming fundraising events for the Can-Am Police-Fire Games. Upcoming socials will be held at Dog Days on May 1st, and Lazy Gators on May 23rd.

Special Events Committee – Russell Burdette, Chair – Jim Divincen reported that for events at Ozark Amphitheater, \$3,700.00 was currently in the TCLA budget for sponsored Facebook posts. The Board was asked to consider adding additional funding for both FY18 and FY19 for advertising of Ozarks Amphitheater events. Russell Burdette made a motion to approve \$1,000.00 additional funding out of line item D-5 in the TCLA FY18 and FY19 budgets for advertising. For lack of a second, this motion did not pass.

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

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs spoke briefly about scheduling for the spring Big Bass Bash fishing tournaments. He asked that the event coordinators discuss date options in April, hoping for earlier in April but not to conflict with the Easter holiday.

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

Website Committee Report – Sherry Shippee, Chair – A website report was provided in Board packets for review.

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

CVB Update and Report – Tim Jacobsen reported that the CVB has recently hired two (2) new administrative assistants, is preparing for the 21st Annual Spring Harbor Hop, representatives have recently attended the Lake West and Eldon Chamber Annual Dinners and will be attending the MACVB conference in June in Cape Girardeau, Missouri.

OLD BUSINESS

Inquiry Update – An inquiry report was provided in the Board packets for review. Visits to Funlake.com through March 31, 2018 finished down 11% compared to March 2017. Year-to-date for the first three (3) months of 2018, Funlake.com visits were down 17.5%.

Other Old Business – Tim Jacobsen spoke to the Board about a proposed Recreational Field Study for soccer fields to be conducted for Lake of the Ozarks. Mr. Jacobsen spent time explaining parties involved, and those who have contributed funds for the study which include Central Bank of Lake of the Ozarks, Lake Regional Health Systems, City of Camdenton, First National Bank, and the CVB. He anticipates additional funds from Providence Bank and US Bank. Currently the study will cost \$36,000.00, with \$11,000.00 still needed to complete. Ken Allen made a motion to match the CVB's donation to the study of \$3,000.00 from FY18 TCLA Budget line item N – General Reserves. Sue Westenhaver seconded the motion. With Don Neuharth abstaining from this vote, the remainder of Board members voted to approve this motion. The motion passed.

Funding Requests

Lake of the Ozarks Shootout Lil Boat & Pontoon Poker Run Request – After further discussion regarding this request, Don Neuharth made a motion to approve \$1,000.00 in additional funding for this event out of FY18 TCLA Budget General Reserve and that an invoice be paid directly to Fidelity 6 Communications. Mark Krantz seconded the motion. The motion passed unanimously.

Lake Race Request – After a brief discussion, Michael Spriggs made a motion to approve \$1,500.00 out of the FY18 TCLA Budget General Reserve for additional billboard advertising costs. Mark Krantz seconded the motion. When the vote was called, John Peters opposed the motion and Ken Allen abstained from voting. The remaining Board members voted in favor, therefore the motion passed.

NEW BUSINESS

Election of Officers: Chairman Sue Westenhaver opened the floor for nominations for the position of Chairman of the TCLA Board to serve until April of 2019. Russell Burdette nominated Sue Westenhaver. No other nominations were submitted.

Chairman Westenhaver opened the floor for nominations for the position of Vice-Chairman. John Peters nominated Russell Burdette for this position. No other nominations were submitted.

Chairman Westenhaver opened the floor for nominations for the position of Treasurer. Don Neuharth nominated Michael Spriggs for this position. No other nominations were submitted.

Chairman Westenhaver opened the floor for nominations for the position of Secretary. Michael Spriggs nominated Sherry Shippee for this position. No other nominations were submitted.

At this time Chairman Sue Westenhaver called for a vote to approve the nominees for the TCLA Officers to serve until April 2019. All Board members voted in favor to approve the nominees as presented.

CVB Board Representatives: At this time, Don Neuharth made a motion to nominate the following Board members to represent their lodging category on the CVB Board through April 2019: Sherry Shippee for the Less Than 51 Units Category, Russell Burdette for the Medium Category, and Carl Clark for the Large Category. Ken Allen seconded the motion. The motion passed unanimously.

Other New Business –

The TCLA Board reviewed and discussed information previously presented regarding a proposed agreement between the Camden County Commission and Airbnb. After further discussion, the TCLA Board made no recommendations regarding this agreement.

The next TCLA Board meeting will be held on Thursday, May 24, 2018, at 9:00 a.m. in the new TCLA/CVB offices.

A motion was made by Ken Allen to adjourn the TCLA board meeting. John Peters seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:48 p.m.