

## **TRI-COUNTY LODGING ASSOCIATION**

Thursday, May 28, 2015

The Tri-County Lodging Association met at 9:00 a.m. at The Lodge of Four Seasons, Lake Ozark, Missouri.

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

Alan D’Zurilla  
Bill Johnson  
Larry Jones  
Mark Krantz  
John Peters  
Sherry Shippee  
Michael Spriggs  
Lance Utley  
Sue Westenhaver  
Dexter Whitney

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

Fred Dehner

### **Non-Voting Advisors Absent:**

Commissioner Greg Hasty  
Commissioner James Bryant

Also present were Jim Divincen, Bruce Vanderveld, Tim Jacobsen, Lagina Fitzpatrick, Darren Rucker, Marjorie Beenders, Jim Moody, Chris Moody, Jay Reichard, Major Kemp Shoun-MSHP, Representative Diane Franklin, Alderman John Olivarri, Miller County Commissioner Brian Duncan, .

### **CALL TO ORDER**

Chairman Sue Westenhaver called the meeting to order at 9:03 a.m.

### **INTRODUCTIONS**

Introductions were made by all meeting attendees.

### **APPROVAL OF AGENDA**

Michael Spriggs made a motion to approve the Agenda. John Peters seconded the motion. The motion passed unanimously when voted upon.

### **PUBLIC COMMENTS**

No comments were given at this time.

### **MINUTES**

Michael Spriggs made a motion to approve the April 23, 2015, TCLA Board meeting minutes. John Peters seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Michael Spriggs made a motion to approve Bill #237. John Peters seconded the motion. The motion passed unanimously when voted upon.

## **FINANCIAL REPORT**

Jim Divincen reported that lodging tax collections for the month of March 2015, compared to the month of March 2014, were up 4.8%. Year-to-date collections are up 1.35%.

**FUNDING REQUESTS** – None were presented at this time.

## **LEGISLATIVE REPORT**

Jim Moody introduced Major Kemp Shoun with the Missouri State Highway Patrol (MSHP). Maj. Shoun reported on several different topics with regard to the status of the MSHP. Topics included training, visibility, communication systems, zones and officers at the Lake of the Ozarks. Representative Diane Franklin, who served as Chair of the House Committee researching training procedures of the MSHP explained findings of this Committee and actions being taken regarding training for the MSHP officers on land and water. This Committee held several public hearings, heard hours of testimony and made recommendations to the MSHP that were being implemented. The Committee will reconvene in June to review the status and progress.

Alderman John Olivarri with the City of Osage Beach reported that the City had been presented with an application for a TIF for Dogwood Hills Resort & Golf Club, which no longer is in business. The developer is proposing several phases of development that would include a nursing home, 90-room hotel, restaurants and retail establishments. Alderman Olivarri will keep the TCLA Board apprised of developments with this application.

**P.R. Firm Update** – Marjorie Beenders with The Beenders-Walker Group reported on several public relations activities over the past month on behalf of the Lake of the Ozarks. Ms. Beenders detailed the recent Missouri Outdoor Communicators media visit, her recent attendance at the Midwest Travel Writers Association conference, and upcoming media visits scheduled for early June.

Jim Divincen explained that The Beenders-Walker Group had been requested to assist with the planning and communications for the recent press conference announcing that the Lake of the Ozarks had received the bid to host the 2018 Can-Am Police-Fire Games. For these services, Dexter Whitney made a motion to approve \$850.00 from the FY15 TCLA Budget – General Reserve Line Item to cover public relations expenses for the Can-Am Police-Fire Games press conference. Alan D’Zurilla seconded the motion. The motion passed unanimously when voted upon.

Also during this portion of the meeting a discussion was held regarding a request by Tim Jacobsen, CVB Executive Director, regarding the upcoming television show “Family Travel with Colleen Kelly”. Mr. Jacobsen requested a press release be created and distributed by The Beenders-Walker Group to promote this television show that would be featuring the Lake of the Ozarks. The Board discussed and acknowledged that at no time during the show did the Funlake.com website appear. After a brief discussion, Michael Spriggs made a motion to approve up to \$850.00 from the FY15 TCLA Budget – General Reserve Line Item to cover costs associated for promoting this television show with a press release and

the caveat that this is only to occur if the website can somehow be edited into the broadcast. Mark Krantz seconded the motion. When voted upon, the motion passed with the majority voting in favor of this expenditure.

**Executive Director Report** – Jim Divincen reported to the Board several activities and meetings attended over the past month. Mr. Divincen informed the Board that the Missouri Trapshooting event typically held in mid May at their range in Linn Creek would be moving to mid July in 2016 due to scheduling conflicts for this meet. Mr. Divincen reported that the Legislative Ice Cream Social was another successful event and thanked The Beenders-Walker Group for coordinating and all the volunteers who assisted in this endeavor. Mr. Divincen noted that Brent Frazee, the Outdoor Editor for The Kansas City Star, had written three (3) stories from his latest visit to the Lake of the Ozarks. Mr. Divincen also congratulated Director of Sales Lagina Fitzpatrick on securing the 2018 Can-Am Police-Fire Games for the Lake of the Ozarks.

**Group Sales** – Lagina Fitzpatrick thanked the Board for their support for hosting the 2018 Can-Am Police-Fire Games and informed the Board that the Can-Am Board of Directors would be visiting the Lake June 25<sup>th</sup> through 28<sup>th</sup>, 2015, as their site visit to consider the Lake as the destination of the 2020 Can-Am Games. In order to provide the fees to host the 2018 Can-Am Police-Fire Games, Michael Spriggs made a motion to increase the FY15 TCLA Budget by \$25,000 for the 2018 Can-Am Police-Fire Games. John Peters seconded the motion. The motion passed unanimously when voted upon.

**Special Events Committee** – Michael Spriggs, Chair – Mr. Spriggs mentioned that several events were scheduled in the coming month including BroStock, the Civil War Reenactment, Lake Race 2015, and Canine Cannonball.

**Fishing Tournament Committee** – Lance Utley, Chair – The Big Bass Bash recently held in April was their largest to date. The Board then heard from Michael Spriggs regarding the spring date of the Big Bass Bash and discussed date conflicts with other tournaments.

**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 reported that year-to-date website ‘clicks’ were up by approximately 80,000. Visits to the online Vacation Guide are up 34% as well. Mr. Jacobsen explained that work orders from Steady Rain were being processed in the amount of \$5,062.50 for website maintenance work.

**Local PR Committee** – Bill Johnson, Chair – Bill Johnson explained that at a recent meeting of the Lake of the Ozarks Board of Realtors information was learned about the Camden County Assessor’s office contacting property owners who rent their property to overnight guests, and changing their real estate assessment from residential to commercial, and increasing their tax rates from 19% to 32%. The question about this action is whether

the Assessor's office can make this designation without their being an approved change in the zoning prior to this change. Mr. Johnson will keep the Board informed on this topic.

**CVB Update and Report** – Tim Jacobsen spoke to the Board about activities currently happening with the CVB and staff. CVB Board elections are underway, with five (5) different Board seats available. Mr. Jacobsen also informed the TCLA Board that Darren Rucker has been added to the CVB sales team and Heather Brown has resigned her position. As a result, Lance Utley was offered this position and will now serve as Director of Member Services. Mr. Utley has rendered his resignation of his position on the TCLA Board serving the Lake of the Ozarks Area Business District of Camden County - Medium Category, and the process is underway to hold a special election to fill this vacancy.

## **OLD BUSINESS**

**Inquiry Update** – An inquiry report was provided in the Board packets for review. Inquiries have increased 48.8% year-to-date.

**CVB Office Building Architectural RFP Bid Status** – Jim Divincen reported that this process was underway of obtaining bids for architectural services to construct a new CVB office building.

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

**Collections** – Rebecca Green asked for clarification from the Board as to when a new accommodation facility receives TCLA benefits. Her understanding is that a new facility receives benefits once lodging taxes have been remitted, but has since received inquiries about this policy and is seeking clarification. A committee was formed to discuss this issue and policy, those who will serve are Sue Westenhaver, Bill Johnson and Sherry Shippee.

**Joint TCLA & CVB Officers Committee** – A discussion was held about forming a committee of the officers of both TCLA and CVB. After a brief discussion, Mark Krantz made a motion to form a committee for the officers of the TCLA and CVB Board of Directors. Bill Johnson seconded the motion. The motion passed unanimously. This Committee will look at possible meeting dates in either August or September.

## **NEW BUSINESS**

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

**Collection Update** – A report was provided in Board packets for review.

**Elections of Officers** – In light of the resignation of Lance Utley from the TCLA Board, the Board will need to elect a new Vice Chairman once the vacated position has been filled. This will take place at the August meeting.

## **Other New Business**

Mark Krantz invited the Board and attendees at the meeting to an open house event at the new offices of Keys to the Lake in Osage Beach, MO, on June 17<sup>th</sup>, 2015, between 4pm and 7pm.

At 12:18 p.m. Sue Westenhaver made a motion to enter into closed session pursuant to RSMo. Section 610.021(3), specifically pertaining to personnel. Larry Jones seconded the motion. The motion passed unanimously.

At 1:40 p.m. Bill Johnson made a motion to re-open the regular meeting of the Board of Directors of Tri-County Lodging Association. Alan D'Zurilla seconded the motion. The motion passed unanimously when voted upon.

The next TCLA Board meeting will be held on June 25, 2015.

A motion was made by Larry Jones to adjourn the TCLA board meeting. John Peters seconded the motion. All members approved the motion. The motion passed unanimously when voted upon. The TCLA board meeting ended at 1:41 p.m.