MMHLA

December 2016

Metropolitan Memphis Hotel & Lodging Association

MMH&LA - the source for information and education, and the advocacy voice for the hotel and lodging industry in the metropolitan Memphis area.

Merry Christmas, Happy Holidays and a Happy New Year!

to: *The MMHLA*
from: *Santa*

THIS MONTH'S MEMORIES INSIDE:

MMHLA Membership Mixer at The Madison Hotel Twilight Sky Terrace

MCVB/MMHLA Christmas Party at Shelby Farms

MMHLA Holiday Party at The Guest House at Graceland

Make your reservations for the January 18th Luncheon!

Email or call Deanna Ross at
admin@mmhla.com
901-581-5618

MMHLA OFFICERS & BOARD

MMHLA Offices:

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Deanna Ross
Administrative Assistant

MMHLA Officers:

Mary Calorio.....Chairman
Wayne Tabor.....President
Tricia Weatherford.....Vice President
Doug Owings.....Treasurer
Matt Huss.....Secretary
John Rucker.....Sergeant-at-arms

MMHLA Board of Directors:

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Shawn Danko
Anne-Marie Famalette
Angie Hines
Kevin Kane
Jimmy Kiser
Pierre Landaiche
Chuck Pinkowski
Tom Hobson
Jim Obrien

MEMBERSHIP MIXER AT THE MADISON HOTEL TWILIGHT SKY TERRACE

John Rucker (Key Magazine) and Susan Covington (Springhill Suites Downtown)

Phineas Bresee (Kemmons Wilson Insurance Group) and Logan Ayers (Fusion Hospitality)

Tricia Weatherford (Residence Inn Downtown) and Angie Hines (Madison Hotel)

MCVB/MMHLA CHRISTMAS PARTY

Bill Anderson (Standard Textile) and his wife

Tracy Henninger (Residence Inn Memphis Downtown), Tricia Weatherford (Residence Inn Downtown), and Deanna Ross (MMHLA)

Matthew Shanklin (Key Magazine), Andy (MCVB) and Amber Odle

MMHLA HOLIDAY PARTY AT THE GUEST HOUSE AT GRACELAND

The Guest House at Graceland

Wayne Tabor (Holiday Inn Downtown Memphis) and Karen Camper (State Rep. District 81)

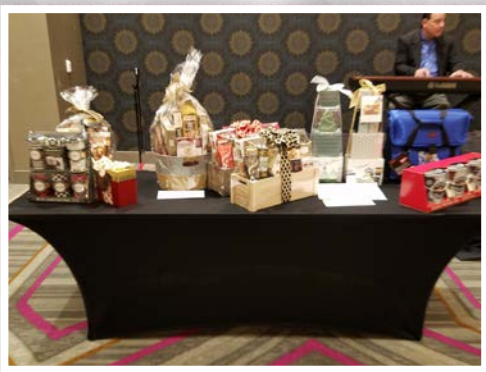
Chuck Pinkowski awaits a winner with gourmet popcorn, while John Rucker and Wayne Tabor randomly choose and announce a winner

Miguel Aguila (Hilton Memphis), Dan Bambrick (Holiday Inn U of M), Radesh Palakuthi (Kemmons Wilson School), Deidra Speight (Double Tree Sanderlin), and Andy Holt (Sharp, Robbins & Popwell, LLC)

Rick Apple (Performance Foods) and Tom Hobson (Hilton G.M.)

SEASONS GREETINGS

The Opera Memphis Carolers heralding the arrival of the peanut and banana Elvis themed cupcakes



The raffle gifts table filled with prizes

Chuck Pinkowski (Pinkowski & Company), Keith Hess (G.M. of The Guest House at Graceland)

Jingle your bells for the...

2017 MMHLA BUYERS GUIDE

...Coming Soon!

WAYNE TABOR'S HOLIDAY LETTER

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MMHLA
Metropolitan Memphis Hotel & Lodging Association
WWW.MMHLA.COM

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Wayne Tabor
President MMHLA

Well, here we are at the end of the year already. It has been a fast twelve months. I want to thank all the members for their support of the association. You are what makes this association work! Thanks also to the board of directors for volunteering your time and putting forth so much effort in keeping the association great! We had a lot of successful events this year including the Lodging Industry Update, our new membership mixers, the Annual MMHLA Golf Tournament, our Under 40 Chapter and event, the Southern Lodging Summit, the World Series of Housekeeping, and many more. A special thanks to Deanna Ross for all she has done to help keep us on track and put these events together. I want to thank you all for the support you have given me by electing me to a second term as your President. I am looking forward to the many events already planned for 2017. The board is planning many new things that will strengthen our association going in to the future.

As many of you know, we have been working the last eight months or so on a City of Memphis AirBnB ordinance. We have met with the Short Term Rental Alliance (STRA), the City Attorney's Office, the Code Enforcement Office, Fire Department, Health Department, MCVB and the Memphis Restaurant As-

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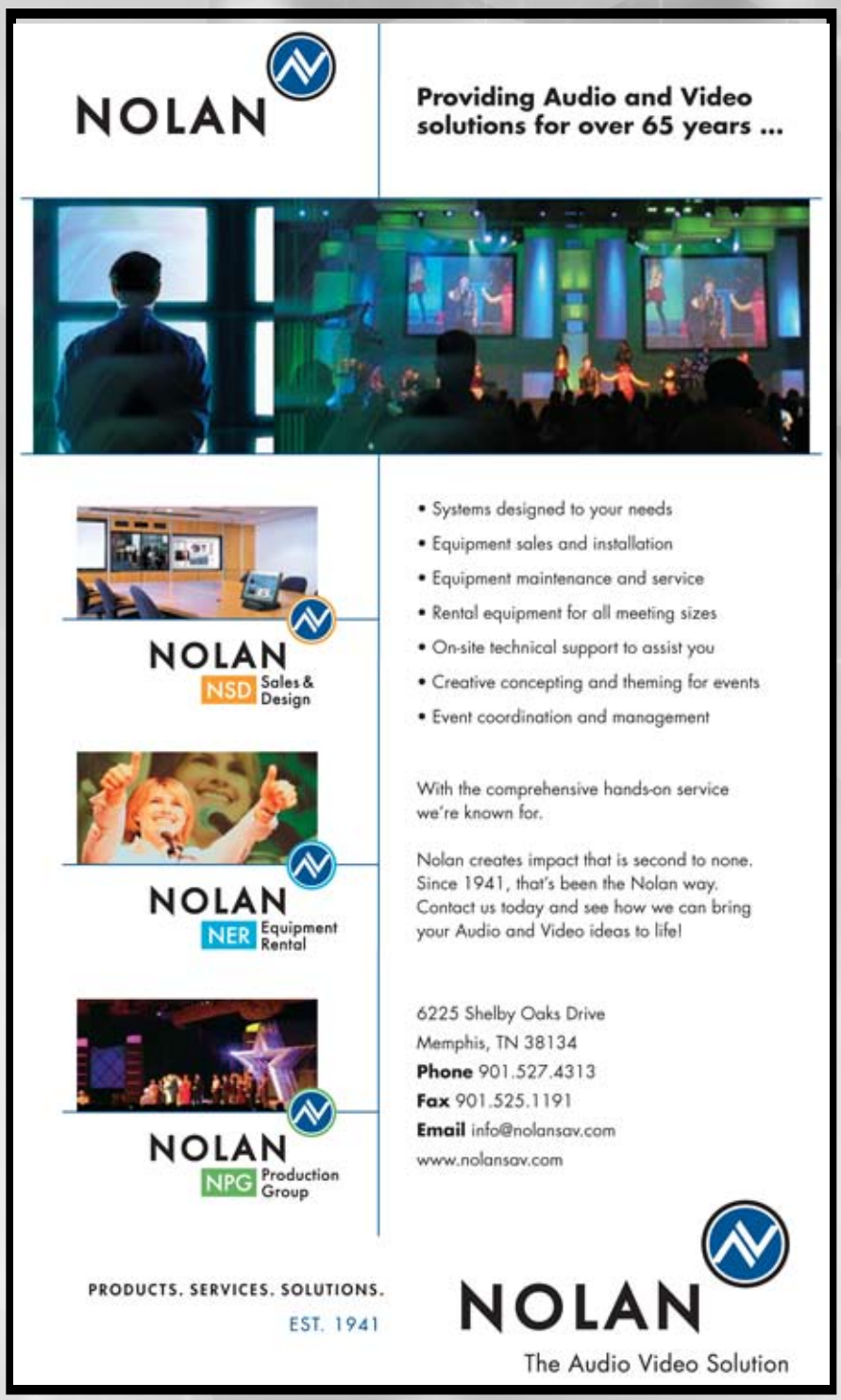
Heartland

sociation. Our ordinance was sponsored by Edmond Ford and co-sponsored by Berlin Boyd. Greg Adkins with the TnHTA was highly involved in putting this ordinance together. In early October, these associations and organizations came to an agreement on the wording of the ordinance. We took it to the City Council Hospitality Committee chaired by Commissioner Boyd. The ordinance passed through the committee and was sent to the general session at the city council where it went through two readings in six weeks with no problems or questioning by the council or the general public. When the ordinance got to the third reading Counsel Chairman Kemp Conrad gutted all the regulations in the ordinance, meaning AirBnB operators must pay sales tax, bed tax and the $2.00 assessment but will be exempt from all health and fire department regulations. They will not have to apply and pay for a business license either. The move by Chairman Conrad was a total surprise as he has supported our legislative issues in the past. He waited until the third reading in a last-minute move to do his damage to the ordinance so it felt like an ambush. In talking to Mr. Conrad as to why he moved to gut the ordinance, his reply was that he did not think it was good thing for AirBnB operators to have to come downtown, stand in line and buy a business license. Well, Mr. Conrad, there are two locations where you can get a business license, one of which is downtown and the other is in east Memphis, or you can simply apply online with the County Clerk's Office and pay $60.00. Without a business license, I don't know how you track down the individual AirBnB's to audit their revenues and verify payment of their fair share of taxes. Maybe we should file an amendment to the ordinance requiring us as hotel operators to do away with being required to have a business license as well. I will have more to report on this as we move into 2017.

I hope you all have a very Merry Christmas and enjoy the time spent with family and friends.

See you around town and send me your overflow.

Wayne Tabor
President



2017 CALENDAR

Dates & locations subject to change. (*Indicates change from normal 3rd Wed. of month)

All 2016 luncheon programs and locations are not yet set. If you would like to volunteer a venue or present a luncheon program please contact Deanna Ross. Her numbers are in the Upcoming Events box on the cover.

Dec. 30 – 58th AutoZone Liberty Bowl;
Liberty Bowl Memorial Stadium, 11 a.m., www.libertybowl.org, 901-795-7700.

Dec. 29 – President's Gala;
6:30 p.m. Peabody.

Jan. 18 – Luncheon at The Sheraton Hotel
11:30 a.m. check-in, 12:00 Noon Lunch

Feb. 3 – Trivia Night;
6:30 p.m. doors open, 7:00 p.m. trivia begins.
Theme: Football Frenzy.
Location: Holiday Inn University of Memphis.

Feb. 17 – Industry Update
7:30 a.m. at The Guest House at Graceland

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