

TRI-COUNTY LODGING ASSOCIATION

Wednesday, April 10, 2024

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

TCLA Board Members:

Lance Utley – Present

Pamela Quinn – Present

Merlyn Vandervort – Present

A quorum was present for a meeting.

Also present were Craig Searl, Fred Dehner, Russell Burdette with Camden County Business District; John Custer with Morgan County Business District; Melissa Owsley with Rock Harbor Resort; Toby Miller with Evers and Company; Marjorie Beenders, Kyle Stewart, and Jo Duncan with Beenders Walkers Group; Dina Dunklee with Versailles Chamber; Ricki Smith, Leah Martin with Lake of the Ozarks Shootout; Amy Hernandez, Janice Gentile, and Charis Patires with Magic Dragon Trails; Paul Leahy with Lake of the Ozarks Golf Trail; Heather Brown with Lake of the Ozarks Convention & Visitor Bureau; Lagina Fitzpatrick, and Jen West and Tracy McKinney with Tri-County Lodging Association.

Call to Order

Lance Utley called the meeting to order at 9:03 a.m.

Introductions

Approval of Agenda

Pamela Quinn made a motion to approve the April 10, 2024, TCLA Board meeting agenda. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Public Comments

Approval of Meeting Minutes

Pamela Quinn made a motion to approve the February 27, 2024, TCLA Board meeting minutes. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Funding/Sponsorship Request Presentations

Versailles Olde Tyme Apple Festival – Dina Dunklee with the Versailles Chamber of Commerce presented the funding request for the Versailles Olde Tyme Apple Festival. Last year saw a large attendance to the festival. With the funds approved last year from the Business Districts, more ads were run, and billboards were used leading up to the event. The official website had over 20,000 views on the cover of the official guide and over 14,300 views interacting with the guide. For the 2023 festival Camden County Business District approved \$4,000, Miller County approved \$1,000, and Morgan County approved \$3000.

Lake of the Ozarks Shootout – Leah Martin and Ricki Smith presented the funding request for the 2024 Lake of the Ozarks Shootout. The shootout gave over \$675,000 back to charities after the

2023 race, all local charities. The cost to put on the shootout is over \$400,000, Leah and Ricki are the only two paid employees, all others are volunteers with over 1,500 hours. The volunteers pick the charity the hours are donated to. This year Monster will be the presenting sponsor which will see changes and the expectation of more visitors to the event. For the 2023 shootout Camden County approved \$5,000, Miller County approved \$2,000, and Morgan County approved \$2,000.

Lake of the Ozarks Golf Council – Paul Leahy and Kyle Stewart present the Lake of the Ozarks Golf Council funding request. The commercials that are currently airing in the markets of St. Louis, Kansas City, Des Moines, Central Illinois, Omaha, the Quad Cities, and Eastern Iowa were viewed. This year the request is for \$20,000, the total TV budget is \$92,000, the golf council will cover the remaining balance. For the 2023 commercial campaign Camden County approved \$11,000, Miller County approved \$3,000, and Morgan County approved \$1,000.

Magic Dragon Trails – Amy Hernandez presented the funding request for Magic Dragon Trails. The request is for \$30,000, this is to help with the building of the trail that will bring people to the Lake area. An additional trail head is planned, and work is being done with the City of Osage Beach to extend the trail to the City Park. The final plan is to have the trail reach the Katy Trail in Columbia, MO. In 2023, Camden County approved \$9,000 and Miller County approved \$1,000.

Lake of the Ozarks BikeFest –Heather Brown presented the funding request for the Lake of the Ozarks BikeFest. This will be the 18th year of the event and all the funds approved will be used to market the event. Survey results from 2023 have bikers from 23 different states coming to the event. Geofencing for the event has begun at different bike events this year. There will be 23 passport stops, this is to help with marketing, to know where individuals are traveling from. The BikeFest committee is all volunteers. For the 2023 event, Camden County approved \$4,500, Miller County approved \$4,500, and Morgan County approved \$1,000.

TCLA Board

- A. Election of TCLA Board Officers – Merlyn Vandervort made a motion for Lance Utley to serve as board chair, Pamela Quinn seconded the motion. The motion passed unanimously. Lance Utley made a motion for Merlyn Vandervort to serve as board co-chair, Pamela Quinn seconded the motion. The motion passed unanimously. Merlyn Vandervort made a motion for Pamela Quinn to serve as board Secretary/Treasurer, Lance Utley seconded the motion. The motion passed unanimously.
- B. Marketing Committee and Budget Chair Appointments – Merlyn Vandervort made a motion for Lance Utley to serve as the marketing chair and Pamela Quinn to serve as budget chair. Lance Utley seconded the motion. The motion passed unanimously.

Financial Report & Tax Collection Report

The lodging tax collection report runs through February, combined, all three counties, Camden, Miller, and Morgan are reporting an increase of 6.64% over last fiscal year. March financials are currently being worked on by Toby Miller.

Business District Reports

Camden County Business District – The Camden County Business District approved to fund the Missouri's Best Red-Carpet & Porsche Races and the Lake of the Ozarks Air Show.

Miller County Business District – The Miller County election results show that Merlyn Vandervort was elected to the medium board seat. Gail Griswold did not run again, the board is back to a two-person board.

Morgan County Business District – The Morgan County election ended in a tied between Brian Nivert with Serenity Lakefront Cottages and Melissa Owsley with Rock Harbor Resort, a runoff election will take place May 6 to May 10 at the Morgan County Clerk’s office.

Municipalities and Chamber of Commerce Updates

Lagina Fitzpatrick shared that at the Lake West Chamber Annual Dinner, TCLA employee Tracy McKinney was presented with the Ambassador of the Year award.

Executive Director Report

Lagina Fitzpatrick highlighted items from the executive director report in the packet. Items shared; FY25 budgets and marketing plans have been approved; creative marketing has switched to Spring campaign; Sports Tourism Committee will meet next week; Radio interview on WGN; presented to the City of Osage Beach for the co-op partnership; worked on the 2023 Mardi Gras Pub Crawl. For more information a complete report was in the packet.

Public Relations

Majorie Beenders Kyle Stewart, and Jo Duncan shared that in this fiscal year there will be 12 different press releases and 20 media alerts. Shared also was information regarding different writers that will be visiting the Lake Area and the articles that will be written before the end of the fiscal year. There will be four more content stories before the end of the fiscal year; music related, winery/spirits related, water sports, and golf.

Group Sales

Jen West shared the information on the group sales update. Currently group sales numbers are ahead of pace over last year.

CVB Update

Heather Brown reported that Restaurant Guide has wrapped up and working to go to the printer; LOREDC had the workforce roundtable and information will be shared at the next meeting on April 18; on April 30, there will be a ceremony at 10:00 a.m. for the end of the toll-bridge, it will be handed over to the state and will toll-free.

Old Business

- A. Other Old Business – None at this time.

New Business

- A. TCLA Appointments to the CVB Board – Merlyn Vandervort made a motion to have Pamela Quinn serve as the TCLA Small Category representative on the CVB board, Merlyn Vandervort serve as the TCLA Medium Category representative and Carl Clark serve at the TCLA Large Category representative. Pamela Quinn seconded the motion. The motion passed unanimously.
- B. Other New Business – None at this time.

Future Meetings

TCLA Advisory Board Meeting scheduled for Wednesday, August 14, 2024, at 9:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, November 13, 2024, at 9:00 a.m.

Adjourn

There being no further business to come before the Board, Merlyn Vandervort made a motion to adjourn the TCLA board meeting. Lance Utley seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 10:43 a.m.

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