

# **TRI-COUNTY LODGING ASSOCIATION**

Wednesday, April 12, 2023

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

Russell Burdette – Present

A quorum was present for a meeting.

Also present were Robin Graf, Sue Pierce, Fred Dehner, Gena Aldrich with Camden County Business District; Merlyn Vandervort with Miller County Business District; Brian Nivert, John Custer with Morgan County Business District; Miller County Presiding Commissioner Kevin Cardwell; Toby Miller with Evers and Company; Marjorie Beenders, Kyle Stewart with Beenders Walkers Group; Mike Koenigsman with Lake West Chamber; Dina Dunklee with Versailles Chamber; Mary Kay von Brendel with Ozark Amphitheater; Tom Abbott with LOTO PowerFest; Ricki Smith, Leah Martin with Lake of the Ozarks Shootout; Amy Hernandez, Stacy Pyrtle, Janice Gentile with Magic Dragon Trails; Paul Leahy with Lake of the Ozarks Golf Trail; Tim Siebold with F1 PowerFest; Heather Brown with Lake of the Ozarks Convention & Visitor Bureau; Lagina Fitzpatrick, and Tracy McKinney with Tri-County Lodging Association.

## **CALL TO ORDER**

Lance Utley called the meeting to order at 9:02 a.m.

## **INTRODUCTIONS**

Introductions were made by all meeting attendees.

## **APPROVAL OF AGENDA**

Pamela Quinn made a motion to approve the April 12, 2023, TCLA Board meeting agenda. Lance Utley seconded the motion. The motion passed unanimously.

## **PUBLIC COMMENTS**

Lagina Fitzpatrick presented Sue Pierce with the Camden County Business District Advisory Board an appreciation award for her time served on both the TCLA Advisory Board and the Camden County Advisory Board.

## **APPROVAL OF MEETING MINUTES**

Russell Burdette made a motion to approve the February 8, 2023, TCLA Board meeting minutes. Pamela Quinn seconded the motion. The motion passed unanimously.

## **FUNDING/SPONSORSHIP REQUEST PRESENTATIONS**

Versailles Olde Tyme Apple Festival – Dina Dunklee presented the sponsorship request for the Olde Tyme Apple Festival, last year the request was for \$3,000, this year the Versailles Chamber is taking on the responsibility to create the business guide booklets and would like to have more radio ads for the 2023 festival, the request is for \$8,000. The event was established in 1979 and has grown

from one-day to two-days and draws close to 25,000 attendees, due to the lack of lodging in Versailles attendees stay in other areas. For the 2022 festival Camden County Business District funded \$1,000 and Morgan County Business District funded \$2,500.

Lake of the Ozarks BikeFest – Heather Brown presented the Lake of the Ozarks BikeFest sponsorship request, 100% of all monies raised goes to marketing the event, geofencing has already begun with good results. The information from the 2022 passport program was shared and this gives a good sampling of attendees from all over the country. BikeFest covers all three counties and is now a tier two event with Sturgis BikeFest being the only tier one event. New this year will be a biker build-off and improvement to vender village. The estimated attendance from last year is 60,000 to 80,000.

Lake of the Ozarks Shootout – Leah Martin and Ricki Smith presented the sponsorship request for Lake of the Ozarks Shootout for \$20,000. In the past few years, the sponsorship requests have gone for marketing the broadcast for the Shootout not the event, the last time funding was given to the Shootout event was in 2020 for the amount of \$2,000 from TCLA. Last year Benne Media and Lake TV received \$3,000 each for broadcast marketing of the Shootout, this year all broadcasting will be handled by the organizers of the Shootout and will be national coverage. The funds requested will be used for marketing the events. Last year over \$600,000 was donated to charities after the event.

LOTO PowerFest – Tom Abbott presented the LOTO PowerFest, formerly Lake Race, sponsorship request for \$12,000. The event will be moving back to the 7mm, Camden on the Lake will be the host lodging facility. The Friday night street party will be held between Camden on the Lake and Shady Gators, in the past it was held on the Bagnell Dam Strip. The course will be from the 6mm to the 8mm for a two-mile course, four-mile lap. Last year Lake Race received \$7,000 in sponsorship funding.

F1 Event – PowerFest – Tim Siebold was in attendance to present the F1 Event that will take place during the LOTO PowerFest for \$5,000. This is the second time that the F1 series has taken place during the event, the last time being 2021 with a good turnout. There is expected to be between 30 – 37 teams and coverage will be live-streamed on social media and YouTube. The money requested will be used for marketing the event and post-event survey information will be available.

Ozark Amphitheater – Mary Kay von Brendel presented the sponsorship request for Ozarks Amphitheater for \$20,000 that will market the amphitheater. Currently the amphitheater partners with several lodging facilities; Sleep Inn, Old Kinderhook, Schmidt's Creek, Margaritaville Lake Resort, 1932 Reserve, and The Resort at Lake of the Ozarks, shuttle service is available. The local news station KOLR 10 will have a live weather camera at the amphitheater that will show the audience during a show. Data collected from last year shows that 40% of tickets were purchased from local and surrounding counties and 60% of purchases outside of the area. At present, 19 acts have been confirmed this year with the possibility of up to 25 acts. The amphitheater is working to have improvements made by 2025 from bigger acts to perform. \$8,000 was given for funding in 2022.

Magic Dragon Trails – Stacy Pyrtle, Amy Hernandez, and Janice Gentile were in attendance to present the request for \$10,000. The initial phase of the trail is approximately 70 miles of recreational trails in the Osage Beach area to help drive visitors to the Lake Area. Recreational trails

are planned throughout the Lake Area and will eventually be connected. The final plan is to have the Magic Dragon Trails connect with Rock Island Trail and the Katy Trail.

Lake of the Ozarks Golf Council – Paul Leahy presented the Lake of the Ozarks Golf Council TV commercial funding request for \$20,000 that is a co-op with the Golf Council, the council will pay \$40,000 for a combined \$60,000. The commercials will be aired outside of the area in the February to May timeframe. The Golf Council has expanded the area that is covered from prior years. The majority of the golf courses are in the Camden County area; however, all three counties have golf courses that benefit from the commercials.

### **TCLA BOARD**

- A. Appointment of Miller Business District TCLA Rep – A Miller County Lodging Representative was interested in serving on the TCLA Board, however changed her mind this week. Current board members Lance Utley and Pamela Quinn will meet at a later date to discuss.
- B. Election of TCLA Board Officers – Russell Burdette made a motion to appoint Lance Utley as chair and Pamela Quinn as Secretary/Treasurer. Pamela Quinn seconded the motion. The motion passed unanimously.

### **FINANCIAL REPORT & TAX COLLECTION REPORT**

The lodging tax collection report is in the packet, combined all three counties are up 11.23%, all three small categories are still showing an increase with the use of Granicus, medium category for Camden and Miller are still reporting down and Camden large is showing a slight increase over FY22. February financials are in the packet, the Miller County commission and Osage Beach partnership checks have been received along with co-op reimbursement quarter one, with quarter two payment expected soon.

### **BUSINESS DISTRICT REPORTS**

Camden County Business District – The Camden County Business District Advisory Board meeting will be held immediately following the current TCLA meeting.

Miller County Business District – The Miller County Business District is working on the Fall Crawl that will take place November 4, 2023. The event will run from Encore Lakeside Sky Bar and Grill to the Bagnell Dam Strip; response from the participating business has been positive.

Morgan County Business District – Morgan County collections are reporting an increase of 28.96% over FY22. The Advisory Board approved a new Morgan County logo and work on the Rock Island Trail has begun.

### **MUNICIPALITIES AND CHAMBER OF COMMERCE UPDATES**

Dina Dunklee with the Versailles Chamber reported that the city of Versailles has received a grant for a dog park; the city is working on a food truck event to take place over the 4<sup>th</sup> of July holiday; the Made in Missouri Festival will be held June 6, the event is continuing to grow every year.

Mike Koenigsman with the Lake West Chamber reported the St. Patty's Day Crawl was a success with the winners of the prizes being from out of town; April 22 is the Lake West Clean-up, anyone that would like to help clean-up from Camden to Morgan County is invited to help; May 5 – 6 is the

2<sup>nd</sup> Annual Veteran's Fishing Tournament sponsored by the Morgan County Business District; June 11 is the Lake West Chamber Golf Tournament, the hope is to have over 25 teams participating this year; the Lake West Chamber Annual Dinner was held April 11 and was a success.

### **EXECUTIVE DIRECTOR REPORT**

Lagina Fitzpatrick stated a detailed report was in the packet, after reviewing Fred Dehner asked how TCLA was helping Ballparks National. TCLA is helping to connect lodging facilities with Ballparks National to partner with incoming teams.

### **PUBLIC RELATIONS**

Marjorie Beenders and Kyle Stewart were in attendance to update information on current Public Relations projects; an article recently published in Coronado Magazine by Kris Grant out of San Diego about the Lake Area; Desk side briefing are scheduled; a camping fam trip is scheduled, this will be a tent camping involving outdoor journalists; and a golf fam trip will be taking place soon.

### **GROUP SALES**

The group sales report is in the packet, there has been a trend of weddings and family reunions being down. Lagina Fitzpatrick and Jen West are looking into why weddings and family reunions are down and working on how they can increase those markets.

### **CVB UPDATE**

Heather Brown with the Convention & Visitor Bureau reported her report was in the packet and the CVB Annual Dinner was held March 15, 2023, with a great turnout.

### **OLD BUSINESS**

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

### **NEW BUSINESS**

- A. TCLA Appointments to the CVB Board – Pamela Quinn made a motion to have Carl Clark with Margaritaville Lake Resort for Large, Merlyn Vandervort with The Resort at Lake of the Ozarks for Medium, and herself, Pamela Quinn with LakeDays.Rentals for Small all remain as TCLA Representatives on the CVB board. Lance Utley seconded the motion. The motion passed unanimously.
- B. FY24 Marketing Plan and FY24 Budget Approval – The approval of the FY24 Marketing Plan and FY24 Budget was tabled until the current TCLA Board Members were able to find a Miller County Representative.
- C. Other New Business – None at this time.

### **FUTURE MEETINGS**

TCLA Advisory Board Meeting scheduled for Wednesday, August 9, 2023, at 10:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, November 8, 2023, at 10:00 a.m.

### **ADJOURN**

There being no further business to come before the Board, Pamela Quinn made a motion to adjourn the TCLA board meeting. Lance Utley seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:31 a.m.