

# TRI-COUNTY LODGING ASSOCIATION

Thursday, April 22, 2021

The Tri-County Lodging Association met at 10:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

## **TCLA Board Members Present:**

Russell Burdette  
Don Neuharth  
Sue Pierce  
Jen Morgan  
Kay Samuelson  
Fred Dehner  
Brian Nivert  
Gena Aldrich

## **TCLA Board Members Absent:**

Carmen Larison  
Nicole Kever Torres

Also present were Lagina Fitzpatrick, Heather Brown, Linda Stevens, Eric Homan, Bruce Vanderveld, Jason Milbradt, Bill Morgan and Bob Schwartz.

**CALL TO ORDER-** The meeting was called to order at 10:10 a.m.

## **BOARD, STAFF & GUEST INTRODUCTIONS**

**APPROVAL OF AGENDA-** Don Neuharth made a motion to approve the April 22, 2021 Board meeting agenda. Brian Nivert seconded the motion. The motion passed unanimously.

**PUBLIC COMMENTS** –None

**MINUTES-** Don Neuharth made a motion to approve the March 25, 2021, TCLA Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously. Don Neuharth made the motion to approve the March 25, 2021 Annual Meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

**FINANCIAL REPORT-** A lodging tax collection report was included in the packets for review. Bruce Vanderveld reported lodging tax collections are up 5% year to date over last year. Bruce projected that FY21 will be in excess of 1.7 million, up from 1.2 million in FY20. Bruce also reported that the cash position for all three Business Districts totals \$1,341,589,000, after the Business Districts agree to fund today's report.

## **BUSINESS DISTRICT REPORTS-**

Don Neuharth, President of the Camden Business District mentioned that the Event Funding requests were discussed and voted on. Don also explained the purpose of funding requests, what we do and why do we entertain funding certain events at certain levels. Don also announced the Business District Officers were nominated and will remain the same, Don Neuharth, OYO Hotel as President, Sue Pierce, Inn at Harbor Ridge as Secretary, and Fred Dehner, Margaritaville, Treasury and Budget Officer.

Russell Burdette gave a report on Miller Business District. Russell mentioned that the same officers will remain in place. Russell Burdette, Your Lake Vacation, President/Budget, Jen Morgan The Lodge at

Port Arrowhead, Secretary. Russell also noted that they conducted the same discussions with the Event Funding requests as the Camden Business District. Russell also reported that they are looking into sponsorship levels when they are considering future funding request. He also added that Miller Business District is doing a \$500 Sponsorship for Lake Race.

Brian Nivert gave a report on Morgan Business District. Brian noted that a meeting took place at the VFW in Gravois Mills on Wednesday, April 21, 2021. Brian reported that the FY22 Budget and Marketing Plan was approved. Brian also stated that no Event Funding requests were approved.

**Legislative Report** – Brian Nivert reported that the Senate Appropriations Committee delayed action on writing a new state budget. Brian also mentioned the Legislative must approve a new state budget by May 7, 2021. Brian noted that the House of Representatives passed a \$32 billion proposed budget and \$19.4 million will go towards the Division of Tourism. Brian also reported that the proposed Tourism budget is \$700 thousand higher than offered by the Governor.

## **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales**– Lagina Fitzpatrick reviewed the group sales report that was provided in the board packet. Lagina reported that she has one (1) definite group, MO Realtors which booked at the Lodge of the Four Seasons. Lagina also mentioned that the Group Sales are picking up and very busy.

**Event Committee**-Russell Burdette reported that he appreciates the direction that he has been trying to push for 5 years making a distinction between the Sponsorships and getting new events off the ground. Russell looked forward to having discussions in moving forward in that direction. Sue Pierce asked how the Boutique Crawl Event went. Lagina responded that the event went very well.

**Fishing Tournament Committee** – Bill Morgan reported that the Big Bass Tournament went very well. Lagina noted that there were 2,800 fishermen pre-registered, and a total of 3,500 total registered.

**Budget Committee** – Fred Dehner reported Lagina Fitzpatrick had put together a new budget layout for the FY22 Budget. Fred also noted that he feels good about the budget that was put together. The budget layout includes 50% for advertising, 20% dedicated to the CVB, 10% to Group Sales, 10% to payroll, and 10% to Administrative expenses. Fred also noted that the majority of money is spent on true advertising for Lake of the Ozarks.

**Employee Performance Review**- Sue Pierce requested to move this item to the end of the Agenda. (There was no motion taken)

**Website Committee Report** –Eric Homan gave an update on the website. Eric reported that the website numbers looked good for March, a little up from last year. Eric also noted that the online Vacation Guide had 1,300 visitors, compared to 435 last year. Eric also reported that the Dining Guide will be going live in May, before the Memorial Day weekend. Eric also noted that the new Website is up and running for over a month and going well, the Visit Widget has been a bit of a challenge and hoping to go live in a couple of weeks.

Heather mentioned when they meet with Madden Media, they get reporting on how the digital campaign is performing. The click through rate for our ad campaign is 13.7% which is 167% better than industry average. This is achieved through constant monitoring of the digital ad campaign and making

adjustments as needed. She also, stated the importance of Eric adding the inquiry number to the web report. Heather said the inquiries are a reflection of the Madden Inserts and digital campaign ran by TCLA. The number of inquiries is a KPI to how those campaigns are running as well.

Lagina Fitzpatrick mentioned that she is working with Eric on the TCLA Website and going to revamp add a tab for each Business District to have their own drop-down menu.

**Marketing Committee-** Lagina Fitzpatrick reported that a few changes were made in the FY22 Marketing Plan since the last review. Sue Pierce responded that she is very proud that TCLA now has a Marketing Plan and hats off to Jen Morgan and Lagina Fitzpatrick. Lagina also mentioned that Morgan Business District had approved the Marketing Plan. Russell Burdette made a motion to approve the TCLA FY22 Marketing Plan. Fred Dehner seconded the motion. The motion passed unanimously.

**INTERIM DIRECTOR/PUBLIC RELATIONS-** Lagina Fitzpatrick reported that Midwest Living Magazine in conjunction with the Missouri Division of Tourism, Midwest are doing a road trip rally, a four-day trip in Missouri that will include the Lake of the Ozarks. It will be May 5<sup>th</sup>. Lagina and Heather Brown will be meeting with them and going on a sunset boat ride on the evening of May 5<sup>th</sup>. Lagina noted there will be 8 people and will be staying at the Lodge of Four seasons for one night.

Lagina gave an update on the Bicentennial Birthday Bash. Lagina is working directly with the Guinness World Record team on the boat parade. The boat parade will take place on June 12<sup>th</sup> and the regatta permit has been approved.

**CVB Update** – Heather Brown reported that the Restaurant Guides ads are sold out. Heather noted that the Vacation Guides are all in-house and they have received a lot of inquiries. Heather also mentioned that Harbor Hop is scheduled for May 1<sup>st</sup>, and roadside clean-up is scheduled for May 11<sup>th</sup>.

### **OLD BUSINESS –**

**Employee Handbook-** Russell Burdette reported that he reviewed the employee handbook and would be in the Fall before he can spend on more time on the document.- Russell will get with Lagina in September. Russell also noted that he has reviewed the CVB Employee Handbook and Your Lake Vacation handbook and noted similarities.

**TCLA Bylaws Updated-** Lagina Fitzpatrick reported that Linda Stevens is currently working on the changes.

**CVB/Business District Consultant Update-** Heather reported that the contract had been signed with John Lambeth, the consultant out of Sacramento, California by both her and Lagina. Heather noted that a kick-off meeting will be held next week with Lagina Fitzpatrick. Heather and Lagina will keep the Board up to date. Heather also reported that the CVB Board voted to fund 50% of the consultation fee.

**FY21 Audit Services Update-**Lagina Fitzpatrick mentioned that Graves & Associates does not have a cancellation clause, and a vote had to be retaken with either a (1) year contract or a (3) year contract. Russell Burdette made the motion to do a (3) year contract and lock in the price. Don Neuarth seconded the motion. The motion passed unanimously.

**OTHER OLD BUSINESS-** none at this time

### NEW BUSINESS-

**Funding Request**-Lake of the Ozarks Missouri Life TV Show \$22,000-Bob Schwartz presented the Board with a funding request on Missouri Life. Bob mentioned that Missouri Life is going into its 5<sup>th</sup> season and had 280,000 views. Lagina suggested to table this until May to see how much CO-OP funds are received.

**TCLA Executive Committee**-Sue Pierce asked for a motion to open the floor for Board Chair nominations. Jen Morgan made a motion to open the floor for nominations for Board Chair. Brian Nivert seconded the motion. The motion passed unanimously. Sue Pierce mentioned the terms are for (1) year. Fred Dehner nominated Sue Pierce for Board Chair. Brian Nivert seconded the motion. The motion passed unanimously. Sue Pierce asked to close the floor on the nomination. Russell Burdette made the motion to close the floor on the nominations for Board Chair. Brian Nivert seconded the motion. The motion passes unanimously.

Sue Pierce made a motion to open the floor for Vice Chair. Brian Nivert second the motion. The motion passed unanimously. Russell Burdette currently is Vice Chair. Fred Dehner made the motion to nominate Russell Burdette for Vice Chair. Brian Nivert seconded the motion. The motion passed unanimously. Fred Dehner made the motion to close the floor on nomination. Brian Nivert seconded the motion. The motion passed unanimously.

Sue Pierce opened the floor for nomination for Secretary and Treasurer. Jen Morgan seconded the motion. The motion passed unanimously. Don Neuharth nominated himself for Secretary and nominated Fred Dehner as Treasurer. Brian Nivert seconded the motion. The motion passed unanimously. Sue Pierce made a motion to close the floor on nominations. Brian Nivert seconded the motion. The motion passed unanimously.

**TCLA/CVB Board Representatives**- Lagina Fitzpatrick reported to the Board that the CVB new Board changes on July 1, 2021. -Don Neuharth made the motion for himself to serve as the medium category rep, Carl Clark to serve at the large category rep and Brian Nivert serve at the small category rep on the CVB Board. Russell Burdette seconded the motion. The motion passed unanimously.

**TCLA COMMITTEE CHAIR APPOINTMENT**- Don Neuharth made a motion to move to the appointment of committee chairs to the May meeting. Sue Pierce seconded the motion. The motion passed unanimously.

**Other New Business**-Fred Dehner mentioned that Town and Country Motel is opening up to short term apartments. Fred also noted that Scottish Inn is going in the same direction. Fred Dehner requested Lagina Fitzpatrick to reach out to Attorney Mark Ellinger to look into and talk about at our next month TCLA meeting.

**Employee Performance Review**- At 11:43 a.m. a motion was made by Sue Pierce to go into closed door session. RSMo Section 610.021 (3) Hiring, firing, disciplining or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded Don Neuharth seconded the motion the following roll call was taken to close the meeting: Don Neuharth-yes, Brian Nivert-yes, Russell Burdette-yes, Kay Samuelson-yes, Fred Dehner-yes, Jen Morgan-yes, Gena Aldrich-yes and Sue Pierce-yes. At 12:09 p.m. a motion was made by Don Neuharth to come out of closed session. Brian Nivert seconded the motion. Roll call was taken, Don Neuharth-

yes, Gena Aldrich-yes, Russell Burdette-yes, Kay Samuelson-yes, Fred Dehner-yes, Jen Morgan-yes, and Sue Pierce -yes.

**Future Meeting Dates** –Upcoming TCLA and Business District meeting dates are as follows:

TCLA Board Meeting is scheduled for Thursday, May 20<sup>th</sup> approximately at 10:00 a.m.

TCLA Board Meeting is scheduled for Thursday, June 24<sup>th</sup> approximately at 10:00 a.m.

There being no further business to come before the Board, Sue Pierce made a motion to adjourn the TCLA meeting. Don Neuharth seconded the motion. The motion passed unanimously. The TCLA meeting adjourned at 12:10 pm