

# TRI-COUNTY LODGING ASSOCIATION

Wednesday, August 9, 2023

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

## **TCLA Board Members:**

Lance Utley – Present

Pamela Quinn – Present

A quorum was present for a meeting.

Also present were Lagina Fitzpatrick, Jen West, Heather Brown Jo Duncan, Eric Homan, Toby Miller, Morgan Crainshaw, and Tracy McKinney.

## **Call to Order**

Lance Utley called the meeting to order at 10:00 a.m.

## **Introductions**

Introductions were made by all meeting attendees.

## **Approval of the Agenda**

Pamela Quinn made a motion to approve the August 9, 2023, TCLA Board meeting agenda. Lance Utley seconded the motion. The motion passed unanimously.

## **Public Comments**

There were no public comments.

## **Approval of Meeting Minutes**

Pamela Quinn made a motion to approve the April 12, 2023, May 4, 2023, and June 7, 2023, TCLA Board meeting minutes. Lance Utley seconded the motion. The motion passed unanimously.

## **Financial Report**

The lodging tax collection report for FY23 shows an increase of 11.49% over FY22 through the fiscal year. Miller Medium reported an increase of .3%, due to the loss of a medium property that effected the beginning of the fiscal year. Camden Medium reported down for the year by 10.46%, this was due to the closing of one property and one property not submitting lodging tax. The FY23 increased not only due to Granicus, also from increased rates and group business being up this past year. Financials for FY23 are wrapping up, verifying all FY23 invoices have been submitted and paid, also waiting for two co-op reimbursements from MDT. When all information is updated and received a final FY23 financial report will be issued.

## **Business District Reports**

Camden County Business District – Lance Utley – there was no meeting in July due to a lack of a quorum, the next meeting is scheduled for Thursday, August 24, 2023, at 1:00 p.m.

Morgan County Business District – Pamela Quinn – there was not a meeting scheduled for July, the next meeting is scheduled for Wednesday, August 16, 2023, at 1:00 p.m.

Miller County Business District – the Miller County Business District Advisory Board met July 18, 2023, and approved funds for the Cycle Showcase to be display at The Resort at Lake of the Ozarks during BikeFest.

Information was shared regarding the Miller County Fall Crawl on November 4, 2023, currently 9 businesses are participating, the event will run from Encore to Bagnell Dam Strip.

### **Municipalities and Chamber of Commerce Updates**

Morgan Crainshaw executive director of the Lake Area Chamber was in attendance, currently working on the Young Professionals have several events in the planning stage that will be happening soon; working on the annual fall dinner that is scheduled for October 23, 2023, Save the Dates will be sent out soon.

KC Cloke executive director of the Camdenton Chamber sent information to share with the meeting; the business after business networking social is scheduled for August 10 from 5:00 to 7:00 p.m. at The Fish and Company; Walk for the Fallen is scheduled for September 9, 2023; the 29<sup>th</sup> class for Camden County Leadership is taking enrollment for the next session until August 18; and the Chamber is now excepting nominations for the Board of Directors.

### **Executive Director Report**

A detailed list of the activities and meetings since the last TCLA Board meeting. Lagina Fitzpatrick reviewed different events and information from the report that she has been active with.

### **CVB Report**

The report for the CVB was in the packet. Heather Brown, executive director with the CVB, reviewed information from the report.

### **Public Relations Update**

Jo Duncan gave an update of the 4<sup>th</sup> fiscal year quarter that the Beenders Walker Group has been busy with. Jo mentioned there is an article in Midwest Living online currently written about visiting in the fall at the Lake. Beenders Walker Group is in the works of planning a small FAM event in late October/early November. Jo also stated that many businesses at the Lake are great partners to work with.

### **Group Sales**

There were two reports in the packet, the first covered the 4<sup>th</sup> quarter of FY23. There was a total of 152 leads sent out, with 135 being new this year. The reports will be done by month due to the ease of reporting, the second report in the packet covered the leads sent out in July 2023. Lance Utley remarked that it was nice to see an increase in the corporate leads over the past few years.

### **Committee Reports**

- A. Fishing Committee – currently not much has been happening with the fishing committee, there are several events that will be happening at the Lake in the next few months. One request did come in, however the committee was not in favor of it due to the events usually taking place in southern areas and the concern is the turnout would not be high.
- B. Budget Committee – there is nothing to report at this time.
- C. Employee Performance Review – reviews were done prior to the meeting, Lance Utley thanked the TCLA staff for the work that they do.
- D. Marketing/Website Committee Report – the Web/Social Media Report was included in the packet, Eric Homan reviewed the information that included for FY23 website traffic was over 1.2 million views which was over FY22 at 922,000. Due to less money with co-op, there is the question if the views will stay as high with less digital advertising. The year end report from Madden Media and the report from McDaniels Marketing were emailed to the board from review, both performed well for the year

### **Old Business**

- A. Miller County Business District TCLA Seat – a representative needs to be in the Miller County board seat, at the next Miller County Business District meeting there will be a discussion regarding appointing a representative.
- B. Other Old Business – No other old business at this time.

**New Business**

- A. Other New Business – Pamela Quinn took this time to express her appreciation for the TCLA staff and the work that they do.

**Future Meetings**

TCLA Advisory Board Meeting scheduled for Wednesday, November 8, 2023, at 9:00 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 10:58 a.m.