

TRI-COUNTY LODGING ASSOCIATION

Thursday, August 26, 2021

The Tri-County Lodging Association met at 10:30 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Brian Nivert
Sue Pierce
Fred Dehner
Gena Aldrich

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres
Kay Samuelson
Jen Morgan

Non-Voting Advisors Absent

Presiding Commissioner Tony Stephens
Presiding Commissioner Tom Wright
Presiding Commissioner Greg Hasty

Also, present were Lagina Fitzpatrick, Eric Homan, Heather Brown, Tracy McKinney, Bruce Vanderveld, Laura Salamun, Mayor John Olivarri, and Dina Dunklee.

CALL TO ORDER

Chairman Sue Pierce called the meeting to order at 10:30 a.m.

BOARD, STAFF & GUEST INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Pierce requested to remove the Darling Media Campaign from the Marketing Committee update to discuss at a later meeting date. Don Neuharth made a motion to approve the August 26, 2021, TCLA Board meeting agenda with the change. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

Dina Dunklee, Executive Director of Versailles Chamber, thanked everyone for the approval of the funds request for the annual Olde Tyme Apple Festival.

MINUTES

Russell Burdette made a motion to approve the June 24, 2021, TCLA Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Lagina Fitzpatrick reported that the Financial Report was in the packet and the Tax Collections Comparison Report was emailed earlier in the week and also handed out before the meeting, FY21 was the best collection year on record, collections were up 16.86% over last year, FY19 was the previous highest year. Bruce Vanderveld added that year end reports are being worked on for the Fiscal Year audit.

BUSINESS DISTRICT REPORTS

Don Neuharth reported for the Camden County Business District, even with a shortage of employees, businesses saw an increase of traffic and revenue.

Russell Burdette reported for the Miller County Business District, the same issue with a shortage of staffing in most businesses. Russell also reported the funding requests that had been discussed at the Miller County Business District meeting; Big Bass Bash was funded for \$1,500 for the two events; Lake of the Ozarks ShootOut was funded for \$500 with the possibility of up to \$1000; and the MLF College & High School Event was tabled until the September 20, 2021, Miller County Business District meeting.

Brian Nivert reported for Morgan County Business District, there has not been much activity. Brian Nivert stated that after the July CVB Board Meeting, he had met with Heather Brown, Lagina Fitzpatrick, and Sue Pierce to discuss Jacob's Cave, CVB has removed campground associated with Jacob's Cave name, at this time that is the only action taken. At the July 30, 2021, Morgan County Business District meeting, the CVB agreement was signed by Brian Nivert and Carmen Larison, he will continue on the CVB Board as TCLA representative. Carmen Larison is planning on having all units of Bass Point Resort sold off and resigning her TCLA Board position by October 2021.

LEGISLATIVE REPORT

Brian Nivert, Legislative Chair; nothing to report at this time, not in session. Mayor John Olivarri reported for the City of Osage Beach there are several changes in economic development for the city including several additions; Hobby Lobby, Top Siders Condominiums, Macadoodles, Backwater Jacks Amphitheater, Kings Plaza is being rebuilt, and several other projects are moving forward. A national medical billing company that is based out of St. Louis and satellite office in Columbia will be moving into the area and when it gets to full staffing, they hope to have up to 300 full time employees. There is still a lack of affordable workforce housing, the discussion turned to the project that LOREDC is working with Rod Gordon, additional information will be provided to Mayor Olivarri. Fred Dehner asked if there was any information regard the old Ezard's Ace Hardware store being sold, Mayor Olivarri reported that there have been only rumors that Lake Region Health System has bought it and the plan is to convert it into an administration building. Mayor Olivarri also reported sales tax is up 22% year-to-date compared to 2020, also compared to 2019 it is up 17%.

Dina Dunklee reported for Versailles, school is back in session and getting ready for the Olde Tyme Apple Festival.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick reported the Group Sales report was in the packet. Lagina reports she is still working with MLF to change the dates in April 2022, there is a conflict between two different fishing tournaments for the same weekend that is causing issues and working on keeping the event at the Lake. Laura Salamun inquired about the 25 leads and if that was for the year. Lagina Fitzpatrick stated the 25 on the report were the leads sent for that reporting time period of June 18th – August 20th for the prior month and there are still 138 pending that need to be closed. Laura Salamun then asked if 5 family reunions had gone out in the prior month, why did she only receive 3 of the leads. Lagina Fitzpatrick and Tracy McKinney explained some leads have certain requirements that not all properties can fulfill, the leads are sent to the properties that fit the need of the client.

Laura Salamun inquired where the Group Sales Position is posted. Lagina Fitzpatrick stated that it had been posted on Indeed, LinkedIn, and the MSAE, and MTA websites.

Event Committee - Russell Burdette, Event Committee Chair; stated there are no new events at this time, however, would like to see more events coming to the Lake Area in the shoulder season.

Fishing Tournament Committee – Bill Morgan, Fishing Tournament Committee Chair, Lagina Fitzpatrick reported nothing at this time.

Budget Committee – Fred Dehner, Budget Committee Chair, nothing to report at this time.

Employee Performance Review – Don Neuharth, Employee Performance Review Chair, nothing to report at this time.

Marketing Committee - Jen Morgan, Marketing Committee Chair, Sue Pierce reported nothing at this time.

Website Committee Report – Eric Homan stated the reports are in the packet and going over the numbers, Vacation Guide views were up, where Restaurant Guide views were down, this is because last year the guide had not been printed and was online only. Laura Salamun inquired about the number of views of the Restaurant Guide for the month being low, Eric Homan explained this is normal due to more visitors like to have the guide in hand opposed to viewing online, Eric also explained there is no cost to having the Restaurant Guide online. Eric Homan also discussed the Visit Widget and the views that it receives.

EXECUTIVE DIRECTOR/PUBLIC RELATIONS

Lagina Fitzpatrick reported that she will be in Florida next week at Connect Marketplace for Group Sales. Best Dam Birthday Bash went well with The En Plein Air Art Competition and the Car Show possible being annual events. Lagina also stated that she had been working with MO Life for the MO Life TV 2021 for content and filming at the Lake. The MMG 2.0 Coop Reimbursement has been completed and submitted, along with the FY21 Q4 reimbursement. Lagina has also been working with Eric Homan on the TCLA website for each Business District to have their own landing page and working to finalize a date for the presentation from Civitas for the consultation of TCLA/CVB working together more efficiently.

CVB UPDATE

Heather Brown gave an update on the CVB, annual billing went out July 1, 2021, the 2022 Vacation Guide sales date has been pushed up due to the publisher and having one designer. Heather Brown also reported that BikeFest Committee has been meeting regularly for the 2021 BikeFest; the city of Lake Ozark is not planning on closing the center lane for the event and will not have open container law this year. Bagnell Dam will also be closed after Labor Day for repairs for up to three months, which will mean it will be closed for BikeFest. There will be a larger number of law enforcement present for BikeFest. The Airshow will be September 2022. The Walk/Run for the Fallen will be September 11, 2021 at the Camdenton Airport. Another attempt will be made next year to break the Guinness Book of World Records largest boat parade, the regatta permit has been filed, however permits are not approved until November.

NEW BUSINESS

Lagina Fitzpatrick suggested on behalf of the Lake Area lodging facilities, TCLA will start attending job fairs to help with the hiring of employees, forms will be created to send to lodging facilities to input their needs with TCLA representatives setting up interviews. Laura Salamun commented that it would not be a big benefit to smaller facilities due to not always needing full time staff, she did suggest having a pool of employees that different facilities could work from to help with the part time issue that is needed at small facilities. There was an agreement that this is something that could be worked on. Lagina Fitzpatrick stated there is a job fair September 14 hosted by Viper Communication with the cost being \$100, the amount could be taken out of the internal PR line. The board agreed to have this done, Lagina will have the forms completed and sent out to the lodging facilities that could use additional staff.

OLD BUSINESS

No old business at this time.

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

TCLA Board Meeting is scheduled for Thursday, September 23rd approximately at 10:30 a.m.

TCLA Board Meeting is scheduled for Thursday, October 28th approximately at 10:30 a.m.

There being no further business to come before the Board, Russell Burdette made a motion to adjourn the TCLA board meeting. Brian Nivert seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:59 a.m.