

TRI-COUNTY LODGING ASSOCIATION

Wednesday, August 10, 2022

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

Russell Burdette – Present

A quorum was present for a meeting.

Also present were Lagina Fitzpatrick, Marjorie Beenders, Jo Duncan, Nicole Kever Torres, Mike Koenigsman, Morgan Crainshaw, Sue Pierce, Craig Searl, Eric Homan, Heather Brown, Toby Miller, and Tracy McKinney.

CALL TO ORDER

Lance Utley called the meeting to order at 10:01 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Pamela Quinn made a motion to approve the August 10, 2022, TCLA Board meeting agenda. Lance Utley seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None at this time.

APPROVAL OF MEETING MINUTES

Pamela Quinn made a motion to approve the May 25, 2022, TCLA Board meeting minutes. Lance Utley seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

The final FY22 lodging tax collection report was presented at this time, the FY22 financials are still pending due to 4th quarter Co-op reimbursement. Lagina Fitzpatrick will meet with Toby Miller and Bruce Vanderveld regarding the disbursement of the 4th quarter Co-op reimbursement. The lodging report shows a record high of over \$2.1 million in collections, 13.55% over FY21.

BUSINESS DISTRICT REPORTS

Camden County Business District – Lance Utley discussed funding requests that the Lake of the Ozarks Area Business District of Camden County has approved funding, among them are several fishing events, Lake of the Ozarks Shootout Benne Media Broadcast, and the Lake of the Ozarks Golf Council matching ad campaign for 2023.

Morgan County Business District – Pamela Quinn stated that Morgan County did not meet in July, however, a meeting is scheduled for Wednesday, August 17, 2022. At that time several funding

requests will be discussed, including the funding request for Versailles's Olde Tyme Apple Festival that was received today.

Miller County Business District – Russell Burdette shared that there will be a Lake of the Ozarks Area Business District of Miller County held later today, Wednesday, August 10, 2022 at 1:30 located at Shawnee Bluff Winery with the hope to approve the FY23 Budget, FY23 Marketing Plan, and the agreement between TCLA and the Miller County Business District.

MUNICIPALITIES AND CHAMBER OF COMMERCE UPDATES

Mike Koenigsmann, with the Lake West Chamber, shared there are several opportunities to volunteer at multiple events for the Lake Ozark Shootout, for more information please contact the Lake West Chamber office. The Lake West Chamber's Kids Fishing Derby at Captain Ron's is scheduled for September 11, 2022, work is being done to make the event bigger.

Morgan Crainshaw, with the Lake Area Chamber, stated currently working on the Lake Area Annual Dinner in October and events planned for 2023. The next Networking Social is scheduled for August 16, 2022, at Encore Lakeside Bar and Grill and all is welcome to attend.

EXECUTIVE DIRECTOR REPORT

Lagina Fitzpatrick stated the executive director report is in the packet and covers from the last TCLA meeting until the end of the first week of August and reported on several activities and meetings attended. Lagina also stated that FY23 Co-op amount was increased from \$225,000 to \$450,000 with the increase of the Missouri Department of Tourism budget, also applied for the Market Platform Development grant for \$37,125.

CVB UPDATE

Heather Brown stated the CVB report is in the packet, sales for the 2023 Vacation Guide have started, the Fall Harbor Hop and BikeFest are approaching. Jason, the owner of S.N.A.F.U. on the Strip filled out the paperwork to close the road on Friday and Saturday for BikeFest, it has been approved by the City of Lake Ozark.

PUBLIC RELATIONS UPDATE

Beenders Walker Group gave a brief presentation regarding the work that is done on behalf of TCLA and the Lake area regarding bringing journalists to the area. There was an emphasis on working together with the hospitality industry to make the most of the individuals that are visiting the Lake.

GROUP SALES

Lagina Fitzpatrick reported that Jen West, the Group Business Development Manager, is currently at the Connect Corporate Conference, since Jen's return she has been working on organizing and updating the system Simpleview, used to generate leads.

LEGISLATIVE UPDATE

Lagina Fitzpatrick stated that Jim Moody's reports will continue to be emailed out monthly.

COMMITTEE REPORTS

- A. Fishing Committee – Bill Morgan has agreed to continue as chairman of the fishing committee, all fishing funding requests, or sponsorship requests will first be sent to the

committee to review.

- B. Budget Committee – There will need to be a replacement for Fred Dehner who has served as Budget Chair in the past. Pamela Quinn nominated herself for Budget Chair. Lance Utley seconded the motion. The motion passed unanimously.
- C. Employee Performance Review – Lance Utley indicated that the committee will be scheduling a meeting in the near future.
- D. Marketing/Website Committee Report – Eric Homan reported on website statistics from the Web Reports for May, June, and July found in the packets. Eric also stated the new events calendar on funlake.com went live, it is easier to add and sort events. Lagina Fitzpatrick gave a marketing update. Lance Utley nominated himself as Marketing/Website Committee Chair. Russell Burdette seconded the motion. The motion passed unanimously.

OLD BUSINESS

- A. CVB Board Appointments – Lance Utley nominated Pamela Quinn for the CVB Board appointment in the small category. Russell Burdette seconded the motion. The motion passed unanimously. Lance Utley will reach out to the members in the medium category for those that would be interested in serving. Lance Utley will also reach out to the large category representatives regarding their appointment to the CVB Board, it was noted Carl Clark is serving on the CVB Board currently.

- B. Other Old Business – None at this time

NEW BUSINESS

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

FUTURE MEETINGS

TCLA Advisory Board Meeting scheduled for Wednesday, October 12, 2022, at 10:00 a.m.

ADJOURN

There being no further business to come before the Board, Russell Burdette made a motion to adjourn the TCLA board meeting. Pamela Quinn seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:04 a.m.