

## **TRI-COUNTY LODGING ASSOCIATION**

Wednesday, May 6, 2020

The Tri-County Lodging Association met at 9:06 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

### **TCLA Board Members Present:**

Russell Burdette

Jim Cleary

Fred Dehner

Mark Krantz

Carmen Larison

Don Neuharth

Michael Spriggs

Lance Utley

Sue Westenhaver

### **Non-Voting Advisors Absent:**

Presiding Commissioner Tony Stephens

Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Betty Boushie, Laura Salamun (Point View Resort), Brian Nivert & Sonja Isles (Serenity Lake Cottages), Jen Morgan (The Lodge at Port Arrowhead), Bruce Vanderveld, Mayor John Olivarri, Nicole Kever-Torres (Camden on the Lake), Dane Henry (LRHS), Dr. Harbaksh Sangha (LRHS), and Kayla Wood (LRHS).

### **APPROVAL OF AGENDA**

Sue Westenhaver requested that the Lake Regional Health System presentation be moved up on the Agenda to take place immediately after Agenda approval. Ms. Westenhaver requested Agenda Item #10E be moved to #14 and add "Liverpool Legends" as Agenda Item #12C, under 'Other Old Business'.

Michael Spriggs made a motion to approve the Agenda with the suggested changes.

Don Neuharth seconded the motion. The motion passed unanimously.

**LAKE REGIONAL HEALTH SYSTEM** At this time, Dane Henry, Dr. Sangha, and Kayla Wood with Lake Regional Health System presented information about the Coronavirus and answered many questions about the status of this situation at this time.

**PUBLIC COMMENTS** – None at this time.

### **MINUTES**

Carmen Larison asked a question about the discussion in the February 26, 2020, regarding cost of mailing Vacation Guides. Tim Jacobsen explained the different mailing costs associated with Vacation Guides.

Don Neuharth made a motion to approve the February 26, 2020, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

Carmen Larison noted that her name should appear on the March 16, 2020, TCLA Special Board meeting minutes as 'absent'.

Lance Utley made a motion to approve the March 16, 2020, TCLA Special Board meeting minutes with the suggested correction. Don Neuharth seconded the motion. The motion passed unanimously.

Lance Utley made a motion to approve the March 20, 2020, TCLA Special Board meeting minutes. Mark Krantz seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Carmen Larison indicated that several invoices appeared in the backup file for Bill List #285 that were not listed on the report. Bruce Vanderveld, CPA for TCLA and the Business Districts, gave an explanation about the accounting practices of TCLA and the Business Districts for the purpose of paying invoices between Board meetings. Ms. Larison also inquired about the Sport and Travel show expenses from the CVB, the domains and hosting fees that appear on Eric Homan's credit card, and what appears to be duplicate payment for a charge that appears on Evan Lampe's credit card. Ms. Larison also suggested checking the rewards balance referenced on the Pitney Bowes postage account to see if any of this balance could be utilized toward payment.

Michael Spriggs made a motion to approve Bill #284. Don Neuharth seconded the motion. The motion passed unanimously.

### **FINANCIAL REPORT**

Lagina Fitzpatrick spoke briefly about the Lodging Tax Collections report in the packet. This report is through January 2020, updated collections numbers are being requested. It was explained that the County Collector's offices reports are usually a month or two behind the actual date for various reasons.

**LEGISLATIVE REPORT** – Russell Burdette, Chair – Russell Burdette spoke briefly about the budget cuts being experienced at the State level and will continue to monitor budget reductions for the Missouri Division of Tourism.

**Group Sales** – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Board packets regarding group sales activities. She was pleased to report that there has been some movement with groups, either seeking to book or rebooking canceled dates. Ms. Fitzpatrick has been working with the CVB on an advertising campaign to promote reunions, weddings, golf outings, and groups which will include the message "We're here when you are ready". Ms. Fitzpatrick updated the Board on the television program "Major League Fishing", hosted at the Lake of the Ozarks and will begin airing on May 16, 2020, at 1:00 p.m. on The Outdoor Channel. Carmen Larison asked about the MACVB survey referenced in the Group Sales report, Lagina Fitzpatrick explained it was to respond about the amount of funds that the Lake would request if given an opportunity through the CARES Act or other similar legislation.

**Special Events Committee** – Russell Burdette, Chair – Russell Burdette stated that the Lake Race would be postponed until September 2020.

**Fishing Tournament Committee** – Marcus Sykora, Chair – No report was given at this time.

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair – Lagina Fitzpatrick provided information about advertising products that have been paused for FY20. Ms. Fitzpatrick indicated that the Board/Budget Committee would need to decide what funds were going to be made available for the remainder of FY20 as soon as possible. A brief discussion was held regarding digital advertising components. The Budget Committee scheduled a meeting for Tuesday, May 12, 2020, beginning at 9:00 a.m. at the TCLA/CVB Offices in Osage Beach, MO.

**Employee Performance Review** – No report was given at this time.

**Website Committee Report** – Lance Utley, Chair – Mr. Utley referred the Board to the web report in their packets which covered information from February and March. February website visits were up, but subsequent months show a significant decrease. Tim Jacobsen provided a report of plans for a social media campaign during the COVID-19 pandemic.

**CVB Update and Report** – Tim Jacobsen referred the attendees to a CVB report included in the Board meeting packets. Mr. Jacobsen spoke about obtaining a Paycheck Protection Program loan for the CVB staff. He indicated that the CVB would be producing an online Restaurant Guide rather than a printed piece due to the current economic climate. The CVB Annual Dinner has been rescheduled for August 18, 2020, at The Regalia Hotel & Convention Center, and the CVB is currently holding their annual Board elections.

## **OLD BUSINESS**

**Board Elections** – Sue Westenhaver indicated that she has spoken with the Camden and Miller County Clerk’s offices and they have agreed to deliver the absentee ballots cast in their offices to the TCLA/CVB offices on the election date of May 27<sup>th</sup>, 2020. Ms. Westenhaver indicated that expenses for a process server had previously been approved and would retrieve the Morgan County ballots for delivery on that same date.

The Board held a discussion about a memo sent to all lodging facilities regarding the property management company voting procedures. In December 2019, Michael Spriggs requested that TCLA Attorney Marc Ellinger be asked for his opinion on this topic. Michael Spriggs and Carmen Larison both stated that they disagree with Mr. Ellinger’s opinion on property management voting as well as mailing the memo to the lodging facilities regarding same.

**Media Relations RFP** After a brief discussion of the status of this process, Don Neuharth made a motion to put the Media Relations RFP process on hold until after the Budget Committee and TCLA Board meets later in May. Lance Utley seconded the motion. The motion passed unanimously.

**Other Old Business** – Sue Westenhaver read to the Board an email sent to Marty Scott of Liverpool Legends regarding return of the deposit paid for a performance that was canceled. Subsequently she provided Mr. Scott’s response, which indicated they were not going to be returning the funds but, in turn, suggested rebooking the shows. Jim Cleary made a motion to direct TCLA attorney Marc Ellinger send a demand letter to Liverpool Legends to return

the deposit monies paid to them in October 2019, in the amount of \$6,750.00. Don Neuharth seconded the motion. The motion passed unanimously.

At this time Carmen Larison asked that the minutes reflect that she is currently the only Advisory Board member serving the Lake of the Ozarks Area Business District of Morgan County. Angie Seaton and Ken Allen both resigned their Advisory Board positions within the past six (6) months.

## **NEW BUSINESS**

A discussion was held regarding monthly Board packets being sent electronically to all lodging facilities. Don Neuharth made a motion that all meeting notices and agendas be sent out electronically to all lodging facilities. For lack of a second, this motion was withdrawn.

Michael Spriggs made a motion that all meeting notices and agendas be sent to all TCLA members. Carmen Larison seconded the motion. The motion passed unanimously.

Carmen Larison inquired about the Annual meeting. Sue Westenhaver and Rebecca Rupard indicated that current financials would be provided, and an overview of the past year's activities would be on the agenda.

### **Other New Business –**

The next scheduled meeting for the TCLA Board and Business District Advisory Boards is Wednesday, May 27, 2020, beginning at 9:00 a.m.

The TCLA Annual meeting is scheduled for Wednesday, May 27, 2020, beginning at 1:00 p.m.

The TCLA Board and Business Districts are tentatively scheduled to meet on Wednesday, June 24, 2020, beginning at 9:00 a.m.

There being no further business to come before the Board, Mark Krantz made a motion to adjourn the TCLA board meeting. Carmen Larison seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 12:18 p.m.