

TRI-COUNTY LODGING ASSOCIATION

Thursday, December 10, 2020

The Tri-County Lodging Association met at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Fred Dehner
Jen Morgan
Brian Nivert
Sue Westenhaver
Michael Spriggs
Mark Krantz
Kay Samuelson

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres

Non-Voting Advisors Absent:

Presiding Commissioner Tony Stephens
Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Eric Homan, Heather Brown, Linda Stevens, Bruce Vanderveld, Cindy Stauch, and Laura Salamun.

CALL TO ORDER The meeting was called to order at 9:01 a.m.

APPROVAL OF AGENDA

Sue Westenhaver suggested to move item 9E to agenda number 14. Don Neuharth made a motion to approve the Agenda with the suggested change. Brian Nivert seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS – This is a time set aside on the agenda for citizens and visitors to address the Advisory Board on any topic that is not a public hearing. The Board will not act on any item not listed on the agenda, but the Advisory Board welcomes, and values input and feedback from the public. Speakers will be restricted to three minutes unless otherwise permitted. Minutes may not be donated or transferred from one speaker to another.

MINUTES

Sue Westenhaver made a motion to approve the October 22, 2020, TCLA Board meeting minutes. Don Neuharth seconded the motion. The motion passed unanimously.

Don Neuharth made a motion to approve the December 2nd TCLA Special Meeting with CVB Executive Board Minutes. Mark Krantz seconded the motion. The motion passed unanimously.

Correction to June 2020 TCLA Board Meeting Minutes. The correction is noted that Michael Spriggs nominated Fred Dehner to serve as the TCLA Treasurer. Fred not Michael was voted to serve in that position. Russell Burdett made the motion to except the change. Jen Morgan seconded the motion. The motion passed unanimously.

FUNDING DISBURSEMENT REPORT

Review Disbursement Report #292. Don Neuharth questioned if Rebecca Rupard had been fully reimbursed. Don also questioned why there were two constant contact accounts. Lagina reported that Rebecca has been reimbursed for all expenses. Jen Morgan questioned if Rebecca's name was removed from Constant Contact. Lagina responded that one account had been canceled and all contacts merged to Lagina's account. Jen Morgan questioned why there was an invoice for Beenders Walker Group. Sue Westenhaver responded at her direction, Lagina contacted the Beenders Walkers Group to do a press release on the Missouri Life Emmy nomination. There are still funds in the Public Relations line even though we do not have a current contract with Beenders Walker Group. Don Neuharth made the motion to approve Disbursement Report #292. Fred Dehner seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Lagina Fitzpatrick reported Q1 FY21 was up 3.84%. Lagina also mentioned Camden County collections were up when the previous report reflected, they were slightly down. Lagina stated we just received the October report for Camden and Morgan Counties and both are up over last year. At this time, we have not received the Miller County, October report.

LEGISLATIVE REPORT – Mark Krantz, Chair –No report was given at this time.

Group Sales – Lagina Fitzpatrick mentioned the Group Sales report was provided in the board packet for the reported time period. Lagina reviewed her activities along with the definite and lost business for that time period.

Special Events Committee – Russell Burdette, Chair –No report given at this time.

Fishing Tournament Committee – Lagina Fitzpatrick gave an update from the fishing committee. The committee had scheduled a meeting with Dennis Tumlin from Tennessee that had to be canceled due to no state employee travel for Tennessee. Dennis has grown the fishing events and the funding sources for these events in Tennessee. A zoom meeting will be set up at a later date with Mr. Tumlin.

Budgeting Meeting – Lagina Fitzpatrick gave an update on the CARES Act Funding. We have received all the funds from MDT, Show Me Strong program in the total of \$122,337. We had applied for \$15,723 from the Camden County CARES ACT Business Assistance Fund. We were originally approved for the \$10,000 Cap. Ms. Fitzpatrick received a call this week that a check for the other \$5,723 was approved and will be available in the next two weeks. Michael Spriggs and Lagina Fitzpatrick updated the board on the FY21 Q3 & Q4 Coop funds. Michael Spriggs stated the budget committee and marketing committee had met about the disbursement of the funds for SEM and Digital Marketing. The budget committee recommended the disbursement to the board for approval and roll the funds into our current budget. Don Neuharth made the motion to approve the disbursement to roll the funds into our current budget. Michael Spriggs seconded the motion. The motion passed unanimously.

Website Committee Report – Jen Morgan, Chair- Eric Homan gave a status update on the funlake.com website rebuild. The expected launch date goal is mid January to February 1 2021. Mr. Homan also reported that October was up slightly. November was down. Eric also reported, the website was up from 2019 overall despite the circumstances.

Marketing/Advertising Committee – Jen Morgan reported the committee had met to discuss marketing opportunities through the newly offer grant funds from Missouri Travel of Tourism. This Committee would soon plan a meeting to discuss advertising opportunities through the newly offered grant funds from the Missouri Division of Tourism. Sue Westenhaver thanked Jen Morgan for the great work on the Marketing plan. Sue also mentioned that feedback is needed from the Business Districts.

Public Relations No report was given at this time.

CVB Update - Tim Jacobsen spoke to the Board about the new interim Executive Director, Heather Brown. Tim Jacobsen last day with the CVB will be December 31, 2020.

Tim also noted the 2021 Vacation guide has been completed. Tim also commented he was very proud of his staff.

Michael Spriggs questioned the meeting with the Foster Group that was mentioned on Tim's report. Tim Jacobsen responded that a potential project is being worked on in the future.

Tim Jacobsen discussed that all boat shows have been canceled except Overland Park, and St Charles.

OLD BUSINESS – A discussion was held about the number of committees non board members can serve on. Michael Spriggs mentioned a conversation took place at a previous meeting that they could only serve on one. After some discussion, the board agreed non board members can serve on more than one committee.

Sue Westenhaver requested to add a section in the December TCLA newsletter that participation is encouraged.

NEW BUSINESS- Lagina Fitzpatrick mentioned there are two board seats up for election in 2021, Camden Small and Camden Medium. A date will need to be set soon for the election. March 25th is the tentative date and will need to be discussed in the Camden County Business District meeting.

Employee Handbook- Currently there is no TCLA employee handbook in place. Sue Westenhaver suggested a committee be formed with board members to review a new employee handbook. Don Neuhrth and Russell Burdette volunteered for the committee. Tim Jacobsen mentioned he has a contact that would put together an employee handbook for trade.

Business District /TCLA Board Meetings time Change- Michael Spriggs made the motion that the business districts conduct their meeting at 9:00 a.m., and the TCLA meeting at 9:30 a.m. or immediately following. Don Neuhrth seconded the motion. The motion passed unanimously.

TCLA Bylaws- The current TCLA bylaws were handed out. Sue Westenhaver asked for a few volunteers to start the process of reviewing and updating the current bylaws. Don Neuharth and Russell Burdette volunteered for this task.

CVB/Business Districts Consultation- Sue Westenhaver stated that a Conference call with Brian Grimaldi on Monday, December 14, 2020 at 9:00 a.m. at the TCLA office for one hour.

Providing Email Address of Membership-A discussion took place about providing email addresses of those that remit lodging taxes. Mark Krantz stated that email addresses have never been given out in the past. Mark also mentioned, we have a responsibility to keep confidential. Laura questioned the Sunshine Law, and what grounds is this based on. Don Neuharth suggested there is no policy for TCLA and business districts on providing emails and that needs to be addressed. Don asked Eric Homan if the Newsletter can be added to the TCLA website. Mark Krantz motioned to put newsletter on TCLA website. Brian Nivert second the motion. The motion passed unanimously.

Employee Performance Review At 11:11 a.m. a motion was made by Jen Morgan 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, Mark Krantz-yes and Sue Westenhaver-yes. At 11:28 a.m. a motion was made by Michael Spriggs to come out of closed door session. Brian Nivert seconded the motion. Roll call was taken, Don Neuharth-yes, Michael Spriggs-yes, Russell Burdette-yes, Kay Samuelson-yes, Fred Dehner-yes, Jen Morgan-yes, Mark Krantz-yes and Sue Westenhaver-yes.

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

Thursday, January 28, 2020, at 9:30 a.m. at the TCLA/CVB Offices.

Thursday, February 25, 2020, at 9:30 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Don Neuharth made a motion to adjourn the TCLA board meeting. Brian Nivert seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:29 a.m.