

TRI-COUNTY LODGING ASSOCIATION

Friday, December 3, 2021

The Tri-County Lodging Association is scheduled to meet 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
Sue Pierce
Jen Morgan
Gena Aldrich
Kay Samuelson
Fred Dehner
Nicole Kever Torres

TCLA Board Members Absent:

Brian Nivert

Non-Voting Advisory Absent

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

Also present were Lagina Fitzpatrick, Bruce Vanderveld, Pam Quinn, Eric Homan, Tracy McKinney and Laura Salamun.

CALL TO ORDER

Chairman Sue Pierce called the meeting to order at 11:29 a.m. Note: Camden County Business District meeting ran over.

BOARD, STAFF & GUEST INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Russell Burdette requested to have the Financial Report moved up as soon as possible due to Bruce Vanderveld's schedule. Don Neuharth made a motion to approve the October 28, 2021, TCLA Board meeting agenda with the noted change. Nicole Kever Torres seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None at this time.

FINANCIALS

Bruce Vanderveld reported the financials for October are in the packet, Lodging Tax Collection Report was handed out, there is a 10% increase over last year. Bruce informed the TCLA Board that he will be retiring at the end of April, his replacement, Toby Miller, will be attending the next meeting in January.

MINUTES

Don Neuharth made a motion to approve the October 28, 2021, TCLA Board meeting minutes. Gena Aldrich seconded the motion. The motion passed unanimously.

BUSINESS DISTRICT REPORTS

Don Neuharth reported for the Camden County Business District, stated that everyone was present and was aware of the discussions.

Russell Burdette reported for the Miller County Business District, 40% or \$11,160 was approved to fund Dennis Quaid Viewpoint.

Sue Pierce reported for Morgan County Business District that Carmen Larison has retired and vacated her board seat. There is a special election scheduled for the end of January to fill the empty board seat.

LEGISLATIVE REPORT

Brian Nivert, Legislative Chair; nothing at this time.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales –Nicole Kever Torres/Kay Samuelson, Group Sales Co-Chairs; nothing at this time.

Event Committee - Russell Burdette, Event Committee Chair; nothing at this time.

Fishing Tournament Committee – Bill Morgan, Fishing Tournament Committee Chair; Lagina Fitzpatrick stated they are working with MLF on events coming to the Lake.

Budget Committee – Fred Dehner, Budget Committee Chair; meeting will need to be planned for January to start work on the FY23 Budget.

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

Website & Marketing Committee Report – Jen Morgan, Website Committee Chair; Eric Homan stated the website reports were in the packet, October traffic was still down, however the numbers are starting to show an upturn in visits to the website. Vacation Guide requests are still up as the 2022 Vacation Guide is wrapping up for publication and will be out at the beginning of January.

EXECUTIVE DIRECTOR/PUBLIC RELATIONS

Lagina Fitzpatrick reported working on the Lake Ozark Christmas Parade to take place on December 11, 2021; working on an event for Ozark series finale scheduled for Friday, January 21, 2022, with a viewing party at Marty Byrde's on the Strip; the Gift of Travel will begin next week following CVB's auction, there are 12 properties that will be participating in the campaign; submitted Q1 COOP Reimbursement. Laura Salamun asked what the 12 properties were, Eric Homan read off the list however she preferred to have the list emailed to her.

CVB UPDATE

With Heather Brown being out, Lagina Fitzpatrick shared the information that Heather provided; the 2022 Vacation Guide has been uploaded and will go to print next week; internet sales have started with giving existing members the First Right of Refusal; finalizing the Boat Shows that will be attended by the CVB staff in 2022; finishing up the CVB Holiday Auction.

NEW BUSINESS

(A.) Other New Business – No other new business

OLD BUSINESS

(A.) TCLA By-Laws update – decision to have the TCLA By-Laws discussed at a future meeting when there is more time to have a discussion regarding the changes suggested by attorney Marc Ellinger. A meeting was set for December 13, 2021, at 1:30 p.m.

(B.) 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, January 27, 2022, 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. Fred Dehner seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:59 a.m.