

TRI-COUNTY LODGING ASSOCIATION

Thursday, February 25, 2021

The Tri-County Lodging Association met at 10:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Michael Spriggs
Sue Pierce
Brian Nivert
Fred Dehner

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres
Kay Samuelson
Jen Morgan

Non-Voting Advisory Board Members:

Miller County Presiding Commissioner Tom Wright

Also present were Lagina Fitzpatrick, Heather Brown, Linda Stevens, Bill Morgan, Bruce Vanderveld, Laura Salamun and Paul Leahy.

CALL TO ORDER- The meeting was called to order at 10:14 a.m.

APPROVAL OF AGENDA- Don Neuharth made a motion to approve the February 25, 2021 Board meeting agenda. Brian Nivert seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS –No comments were made at this time.

MINUTES- Michael Spriggs made a motion to approve the January 28, 2021, TCLA Board meeting minutes. Don Neuharth seconded the motion. The motion passed unanimously.

FINANCIAL REPORT- Lagina Fitzpatrick reported that she is waiting on an updated collection report. The rest of the financials are presented in the board packet.

BUSINESS DISTRICT REPORTS-

Don Neuharth mentioned that everyone in attendance at the TCLA Board meeting was in attendance at the Camden Business District Advisory meeting and no additional updates at this time.

Russell Burdette gave a report on Miller Business District. He mentioned that the Judge had concerns that the Business Districts were funding events before the actual funds were received. He commented that there were currently enough funds in the Miller County account to cover the FY22 budget expenses.

Brian Nivert reported that he spoke with the Versailles Chamber of Commerce. Brian commented said he may have a County Commissioner that would serve as a non-voting Morgan Business District advisory board member. Participation in Business District/TCLA meetings is stipulated in our statute/bylaws.

Sue Pierce noted that since the Funding Disbursement report has been approved at each Business District meeting level, it has therefore been dropped from the TCLA agenda.

LEGISLATIVE REPORT – Sue Pierce announced that Brian Nivert would now be serving as Legislative Chair. The position was previously held by Mark Krantz who resigned from the board, due to the sale of the property management component of Keys to the Lake.

Sue Pierce asked Commissioner Tom Wright if he had anything legislatively or on the count level he would like to add. Commissioner commented that he was very proud of his area for staying open during the COVID pandemic and that businesses in Miller County had a very good 2020 year.

GROUP SALES – Lagina Fitzpatrick reviewed the group sales report that was provided in the board packet. Lagina mentioned that she was working with several Fishing Tournaments that are coming back to the Lake this year. Lagina reported that she has two (2) definite groups, Fish for Sight, and Local 148 Fishing Event that have submitted funding request, however, which fall into the next fiscal budget.

EVENT/FUNDING REQUEST -Russell Burdette gave an update on the event funding request. Russell commented that it was nice to entertain event funding again. He also mentioned that he was working with Lagina on the wording for the Funding Request forms. Russell complimented Lagina on the great job on the Funding Request Forms. Lagina added she has created two post event forms; one that was more focused on marketing buys and the other that was more focused on overnight guests. Lagina also mentioned that she will be meeting with Greg Sullens with Benne Media on Friday to discuss the Shoot Out for the 2021 and several other events.

Fishing Tournament Committee – Bill Morgan gave an update from the fishing committee. Bill reported that the FLW Toyota Series will be arriving this weekend. Bill noted there will be about 150 boats for that event. Bill also mentioned that the BFL and Bassworld Tournaments are coming to the lake the first part of March. He also said that Fishing Tournaments will start the first part of March and run every weekend after that. Heather Brown questioned if a fishing council meeting is scheduled. Bill responded that he is working on scheduling a fishing committee meeting and will reach out to Bassing Bob.

BUDGET MEETING – Michael Spriggs gave an update on the Budget. He commented that the TCLA budget needed to be put together after the marketing committee meets. Michael asked about the status of the marketing plan. Lagina commented that she will need to get with Jen Morgan about the marketing plan and to schedule a marketing meeting.

EMPLOYEE PERFORMANCE REVIEW- No report at this time.

WEBSITE COMMITTEE REPORT –Heather Brown gave an updated Website report on Eric Homan’s behalf. She mentioned that the internet reports, along with a snapshot of the analytics of the dashboard will now be included in the monthly board packets. Heather also mentioned that they are about 8-10 days out for launching the new website.

MARKETING COMMITTEE- no report was given at this time.

INTERIM DIRECTOR/PUBLIC RELATIONS- Lagina reported that she attended a Chamber Connect zoom call which takes place every Wednesday. Lagina noted that most of her time has been spent on marketing and the new Grant programs. Lagina mentioned had a zoom call with the MO Film office about setting up self-guided tours based on the Ozark Netflix series. Lagina was also called on to serve on the Camden County Local Emergency Planning Council. The council meets once a quarter.

Lagina Fitzpatrick also advised that the community had formed a Bicentennial Committee in honor of Missouri 200th birthday and was tying in the 90th Anniversary of Bagnell Dam. Lagina along with Heather Brown is serving on the committee. Ms. Fitzpatrick stated events will take place all summer long with a heavy focus on the week of August 10th which is the actual anniversary date. The committee is working with Matt Sutcliffe on the largest Fireworks display in Missouri to take place the evening of August 10th.

CVB Update – Heather Brown was happy to report that 62,000 vacation guides will begin to be distributed. Heather mentioned there were 4,000 inquiries for the Vacation Guide books at this time. Heather also noted that the bad bindings on the books had all been repaired- She also noted that Eagle Days will be taking place on Saturday, March 6, 2021 and that the Annual Harbor Hop is being held on May 1st. Heather encouraged everyone to like the CVB Business Facebook page.

OLD BUSINESS –

2021 Business Districts Election Update- Sue Pierce had nothing to add that was not discussed in the Camden Business District Meeting.

TCLA Annual Meeting-March 25th - Sue Pierce commented that it was discussed in the Camden County Business District meeting to leave the annual Business Districts and TCLA meeting for March 25, 2021. The TCLA Annual Meeting will take place at 2 p.m. The Business Districts will conduct their meetings at 9:00 a.m. on March 25, 2021.

Employee Handbook- Don Neuharth and Russell Burdette reported that there is no update at this time.

TCLA BYLAWS UPDATE- nothing to report at this time.

CVB/BUSINESS DISTRICTS CONSULTANT UPDATE-

Heather Brown reported that she will get with Lagina to set up a meeting with the two consultants recommended by Brian Grimaldi.

OTHER OLD BUSINESS- none at this time

NEW BUSINESS-

FY21 Funding Request- Paul Leahy, Representative with the Lake of the Ozarks Golf Council presented the TCLA board with a funding request of \$10,902.0. Sue Pierce asked if there were additional markets that could be added- Paul responded he could check on their budget and with Steve Walker, Executive Director of the Golf Council. A motion was made by Russell Burdette to fully fund the \$10,902.00 with TCLA budget general reserve funds with an additional \$4,098 to be used in a new market left to the discretion of the Golf Council up to a 50-50 match. Don Neuharth seconded the motion. The motion passed unanimously. Brian Nivert clarified that the funds will come out of the TCLA general reserve funds.

Other New Business- none to report.

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

TCLA Board and TCLA Annual Meeting is scheduled for Thursday, March 25th at 2:00 p.m.

TCLA Board and Business District Meeting is scheduled for Thursday, April 22nd at 10:00 a.m.

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 11:22 a.m.