

TRI-COUNTY LODGING ASSOCIATION

Monday, February 28, 2022

The Tri-County Lodging Association is scheduled to meet at 12:00 p.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Sue Pierce
Fred Dehner
John Custer

TCLA Board Members Absent:

Nicole Kever Torres
Brian Nivert
Kay Samuelson
Gena Aldrich

Also present were Lagina Fitzpatrick, Heather Brown, Bruce Vanderveld, Toby Miller, Tracy McKinney, Laura Salamun, and Miller County Presiding Commissioner Tom Wright.

CALL TO ORDER

Chairman Sue Pierce called the meeting to order at 12:21 p.m.

BOARD, STAFF & GUEST INTRODUCTIONS

Sue Pierce presented Don Neuharth with a Certificate of Appreciation of the years that he served on the board.

APPROVAL OF AGENDA

Fred Dehner made a motion to approve the February 28, 2022, TCLA Board meeting agenda. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

Laura Salamun requested for the board to consider sending out emails to the members regarding all meeting that take place for the opportunity for others to attend.

MINUTES

Don Neuharth made a motion to approve the January 27, 2022, TCLA Board meeting minutes. Fred Dehner seconded the motion. The motion passed unanimously.

FINANCIALS

Lagina Fitzpatrick stated the Lodging Tax Collection report shows an increase of 15.9% for the FY22. Bruce Vanderveld add the TCLA Audit should be completed soon, they had inquired about 985 KK Drive.

BUSINESS DISTRICT REPORTS

Don Neuharth reported for the Camden County Business District, the sale for the Oyo Hotel has been completed, the new owners are Ed Schmidt, Todd Bennett, and the Barrett Brothers. Don reported they will keep the majority of the property for short-term rentals, with a few long-term and plans to upgrade the property. Don also thanked everyone and stated how he enjoyed serving on the TCLA Board.

Russell Burdette reported for the Miller County Business District, at this time there was only one nomination for the upcoming election, however he has reached out to some properties with the hope that one property will do a write-in vote so there will be a quorum for meetings.

John Custer reported for the Morgan County Business District, since he was voted in, there has only been an opportunity for one meeting, however several items were able to be taken care of.

LEGISLATIVE REPORT

Brian Nivert, Legislative Chair; Miller County Presiding Commissioner Tom Wright said that Miller County is doing well, working on how to use the ARPA funds, there are guidelines that need to be followed to use the funds. The ARPA funds will need to be earmarked by 2024 and spent by 2026, however nothing definite.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales –Nicole Kever Torres/Kay Samuelson, Group Sales Co-Chairs; Lagina Fitzpatrick stated the report is in the packet and that she has a phone interview for the TCLA group sales position this week.

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

Fishing Tournament Committee – Bill Morgan, Fishing Tournament Committee Chair; Lagina Fitzpatrick reported the FLW Toyota Series is at the Lake currently and that she is still working on the Major League Fishing Tackle Warehouse Pro Circuit 2023, the amount funded was \$26,250 where the request was for \$32,500.

Budget Committee – Fred Dehner, Budget Committee Chair; nothing at this time.

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

Website – Heather Brown stated the information was in the packet, everything is pacing well through January and the online Vacation Guides are up, CVB is taking part in Boat and RV shows again.

Marketing Committee Report – Lagina Fitzpatrick stated there was the normal pause in billboards, however they will start back up in March and run through May. Viewpoint with Dennis Quaid should be filmed the beginning of June, and she will reach out to Missouri Life TV, they should be releasing the video that was shoot here soon. Lagina also stated that the series Ozark will release the last seven episodes of the final season on April 29, 2022, and she is deciding what she would like to go to promote the event.

EXCUTIVE DIRECTOR/PUBLIC RELATIONS

Lagina Fitzpatrick reported herself and Heather Brown attended Capital Days in Jefferson City on February 9, 2022. Another attempt for the Worlds Largest Boat Parade will take place June 11, 2022, on the Glaize Arm due it being a no wake area. Lagina also reminded the attendees that the Missouri Department of Tourism Road Show will be March 25, 2022, at Old Kinderhook, registration is until March 18, 2022. Lagina reported that Morgan County Business District approved funding Granicus,

who works on compliance with short-term rentals, a meeting has been held with another scheduled for information and training of the platform.

CVB UPDATE

Heather Brown stated that the CVB is attending Boat and RV shows again; Vacation Guides have continued to be mailed and distributed out and Restaurant Guide sales have started. Heather told the attendees the CVB Annual Dinner will be March 30, 2022, at the Lodge of Four Seasons, invitations went out last week, this year the dinner will celebrate the 90th anniversary of the CVB which was February 16, 2022. John Custer asked the question if the ice cream social still took place during Capital Days. Heather Brown replied that Capital Days is now broken down to regions, Lagina Fitzpatrick added that due to Covid guidelines have changed and lastly Sue Pierce added the ice cream social is figured to be more than the \$5.00 allowed per legislator.

NEW BUSINESS

(A.) Other New Business – Lagina Fitzpatrick reported that Viper Communications is having a Spring Job Fair on March 8, 2022, which will be attended by TCLA. An email was sent out to properties that possibly need Spring/Summer help, there has been response back from one property so far. Lagina stated that she will also be attending an event at LCTC, which is part of the Camden School District, and will be the only business in attendance for information to give to the students about the hospitality industry. Laura Salamun asked that if Lagina did not get interest back from properties, will TCLA not attend the Viper Communications Job Fair. Lagina responded that she has already gotten one request back and that like the Career Day that was attended by TCLA in November at Camden High School, information will be handed out regarding information in the hospitality industry.

Lagina Fitzpatrick informed the board that bids have been obtained about making the TCLA/CVB warehouse into a finished meeting area. The CVB Board approved the funding out of the Operation Account to do the job. Heather Brown stated that after the board had approved, it was questioned if a sprinkler system would be needed, after research it would need to be installed. A new bid will need to be obtained and that might change the direction of the CVB Board.

OLD BUSINESS

(A.) TCLA By-Laws update – Lagina Fitzpatrick stated that after the current meeting a vote of the revised TCLA By-Laws will take place.

(B.) Old Business – no other old business at this time.

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

TCLA Special Meeting By-Laws Revision is scheduled for Monday, February 28, 2022, at 1:00 p.m.
Annual Meeting is scheduled for Thursday, March 24, 2022, at 1:00 p.m.

There being no further business to come before the Board, Russell Burdette made a motion to adjourn the TCLA board meeting. John Custer seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 12:57 p.m.