

TRI-COUNTY LODGING ASSOCIATION

Thursday, January 28, 2021

The Tri-County Lodging Association met at 9:30 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Kay Samuelson
Jen Morgan
Brian Nivert
Sue Pierce
Michael Spriggs

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres
Fred Dehner

Also present were Lagina Fitzpatrick, Eric Homan, Heather Brown, Linda Stevens, Bill Morgan, Bruce Vanderveld, Mayor, John Olivarri, Alderman, Phyllis Marose, Mike Dow, Lake Regional, and Laura Salamun.

CALL TO ORDER The meeting was called to order at 9:40 a.m.

APPROVAL OF AGENDA Don Neuharth made a motion to approve the January 28, 2021 Board meeting agenda. Michael Spriggs seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS –None were made at this time.

SPECIAL PRESENTATION Sue Pierce was honored to present Mark Krantz, Keys to the Lake with an appreciation certificate for his years of service on the board for Miller County Business District Small Category and the TCLA Board. Mark also served as the Legislative Committee Chair.

SPECIAL PRESENTATION- Mike Dow, Director of Ancillary Services at Lake Regional Hospital, gave an update on the COVID-19. Mike stated that there has been a tremendous amount of activity going on. He reported that the hospitalization has been down since the beginning of the year. The seven-day positivity rate has gone down from 15% to 11%. The Missouri state positivity rate is approximately 7.6%. Mike added that the hospital is moving in the right direction. There are 2,000 vaccines that have been delivered. There is a current wait list of 14,000 for vaccines.

MINUTES

Michael Spriggs made a motion to approve the December 10, 2020, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

FUNDS DISBURSEMENT REPORT Funding Disbursement Report #293 was presented for review. The Funding Disbursement Report was voted on and approved at

the 9:00 AM Camden Business District Advisory Board Meeting and the Miller County Business District Advisory Board Meeting.

FINANCIAL REPORT A lodging tax collection report was included in the packets for review. This reflects lodging tax collections through November 2020. Lagina stated it was up 4.81% year to date over last year.

BUSINESS DISTRICT REPORTS-

Don Neuharth gave an update on the Camden County Business District. Don commented that the Event Funding Forms are being reviewed and updated and expect that the Business District will have funds to support some events in this fiscal budget year. It was also noted that the Camden Business District will be soliciting bids for audit services for fiscal year 2021 as well as a three-year bid. It was noted that certain people need more than just an email notification regarding upcoming meetings. Don said the Business District needs to have more transparency when meetings are going to be held. Don also mentioned that the by-laws are being reviewed and will be discussed at the next district meeting.

Michael Spriggs announced that his board seat is up in 2021 for Camden Business District Small Category. Michael will not seek re-election. Michael also noted that he will not except a nomination for the TCLA board. Sue Pierce commented that she appreciates him for all that he has done.

Russell Burdette gave an update on Miller County Business District. He stated that the Business District will be setting up their own P.O. box and email address. It was discussed that a few changes on the Event Funding Forms needs to be made. It was also noted that they will also be soliciting bids for Audit Services for fiscal year 2021 as well as a three-year bid. Russell commented that he has a list of Miller County small and medium contacts. Russell will reach out to obtain email addresses. Lagina Fitzpatrick clarified that the email addresses are not provided by TCLA. It was also discussed that a special election was approved to fill the seat vacated by Mark Krantz, Miller Business District small. Russell commented that Miller County election should be held in Miller County. Michael Spriggs asked who would be responsible for checking the P.O. Box. Russell responded it would be the responsibility of the president of the business district advisory board. Russell also noted that they are continuing to work on the marketing plan.

Brian Nivert gave an update on Morgan County. Brian reported that there will be no business conducted until March 2021 due to the absence of Carmen Larison, business district advisory board member.

Russell Burdette motioned to change the time of the TCLA Board meeting to 10:00 a.m.to allow the Business Districts more time. Brian Nivert seconded the motion. Discussion-Laura Salamun stated that the same consideration was not given when the TCLA meetings ran over. Sue Pierce questioned if there is a need for Camden and Miller Business Districts to meet every other week. The motion passed unanimously.

LEGISLATIVE REPORT – Mayor John Olivarri reported that the January numbers are up 3% over 2019 numbers. The Mayor also mentioned that the next big event coming up is the annual Easter Egg Hunt.

Alderman Phyllis Marose commented that she was glad to be attending the TCLA board meeting and hopes to be at more meetings in the future.

Sue Pierce thanked both Mayor Olivarri, and Alderman Marose for attending the Lake of the Ozarks Tri-County Lodging Association Board meeting.

Sue Pierce mentioned that the Chair position for the Legislative Committee is open if any board members is interested in serving in that position, please let her know. The Chair position was held previous by Mark Krantz who resigned from the board, due to the sale of the property management component of Keys to the Lake.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick reviewed the group sales report that was provided in the board packet. Lagina also mentioned that she followed up with Missouri Trap Shooters Association and Grand American Shoot about their plans for the 2021 August event. ATA, who organizes the event, is based out of Sparta, Illinois and would prefer to continue to host the event in Sparta. If the ATA is unable to host in Illinois, they will be back at the Lake. Don Neuharth inquired as to what the timeline was in the decision. Lagina commented probably around June and that it would be based on the Illinois government approval and COVID restrictions.

Laura Salamun asked Lagina about her involvement with Ballparks National. Lagina responded she was assisting in gathering rates for their 39+ tournaments for 2021. The rates were being sent to the complex. The ball teams are going through the staff at the complex, not Lagina. Laura stated she was told all the teams were being sent to Margaritaville. Several board members stated that was not correct information, as they were booking business from the tournaments as well.

EVENT/FUNDING REQUEST -Russell Burdette gave an update on the event funding request. He stated that there are still a few changes that need to be made on the forms. Miller Business District is going to put a significant amount toward special events for FY22. Russell also mentioned that they have identified certain events that they want to fund. Lagina mentioned that there is Twisted Cat Tournament along with two other fishing tournaments that have requested funding. Russell suggested that they need to submit the funding requests sooner than later so it can be discussed at the Business District meetings and at the TCLA meeting if order to be voted on. Michael Spriggs questioned how funding would be established for some of these events and the annual funds. Michael is requesting all event organizers send their funding requests in. He also commented that there have been events going on for 20 years that have been receiving funding. Lagina responded that she is working on post event forms for past funded events.

Fishing Tournament Committee – Bill Morgan gave an update from the fishing committee. He mentioned that the BFL and MLF tournaments are coming to the lake. A Fishing Committee meeting took place on January 14, 2021 at the Lodge of the Four Seasons. The speaker Dennis Tumlin joined the meeting via zoom. Dennis has grown the fishing events and the funding sources for events in Tennessee and shared with the group how he made that happen. Bill also noted that Bassing Bob, Bob Renken and Marcus Sykora are working on forming a Lake of the Ozarks Fishing Council that will aid in funding fishing events in partnership with the Business Districts. Bill also mentioned that Bass World was given \$3,000 last year in funding. the organization was under the impression that it was a two-year commitment. Bill said there is no documentation to back that up. Sue commented that she didn't believe a two year commitment was the normal procedure. Lagina will look into and be in touch with Bill and Bass World.

BUDGET MEETING – Michael Spriggs asked Lagina Fitzpatrick to give an update. Lagina Fitzpatrick reported to the board that the new CARES ACT Relief package includes 501C6 organizations. Under the new CARES, TCLA can apply for PPP as they were not eligible in the first round of funding. Lagina met with the bank and participated in webinar with U.S. Travel Association to get a better understanding for the program. Lagina stated that 60% of the funds must be used for payroll.

Lagina has contacted the TCLA CPA for guidance and paperwork assistance. The CPA was busy with tax documents and would like to wait until February for the discussion. Laura Salamun questioned TCLA applying for funds as TCLA revenues were not down 25%. Heather Brown explained the 25% loss in revenue requirement was only for those applying for a second round of PPP and this was TCLA's first round as they are not eligible for the first round. Laura stated she thought it was unethical for TCLA to apply for the funds. Lagina stated that revenues will be declining over the next 4+ months due to the loss of convention business.

EMPLOYEE PERFORMANCE REVIEW- No report at this time.

WEBSITE COMMITTEE REPORT –Eric Homan gave a report on the website. Eric noted that there has been about the same amount of website traffic for 2020 as there was in 2019. He stated that the numbers are good considering that the advertising was shut off in March of 2020 for about two months. Eric clarified that the numbers were from January through December 2020. Eric noted they ended the year up 3000 visitors in 2020. The online vacation guide finished about the same as 2019. Eric also mentioned the dining guide stats were “way up” from 2019. Eric was happy to report that they are in the final stages of the new website and hoped the website will be up and running the first week of February.

Michael Spriggs asked Heather Brown to talk about the new website invoice- Heather responded that a conversation took place between the TCLA and CVB Board Chairmen, Sue Pierce and Darryl Law, and due to the on going possibility of frozen funds at the Business District level the CVB had offered to step up to pay for the second half of the website bill, which was \$26,267.00 Eric mentioned that the contract will need to be reworded to show that joint ownership and both CVB and TCLA would need to sign it. Michael asked if the CVB board had approved this expenditure yet. Heather stated just Darrell Law, the CVB Board Chair, at this time.

Marketing Committee- Jen Morgan gave an update on the marketing plan. Jen mentioned that a 30-day cancellation clause needed to be added to all marketing contacts. Jen Morgan made a motion to adopt a policy that all marketing contracts will have a (30) day cancellation clause. Lagina mentioned she required all vendors that were part of the coop marketing program last year to add a clause that the contract was based on approval of the TCLA COOP application approval. Don Neuharth seconded the motion. The motion passed unanimously.

A Marketing meeting will be held on Thursday, February 4th at 9:00 a.m. at the TCLA/CVB offices. Michael Spriggs suggested a TCLA Budget meeting be held on Thursday February 11 at 9:00 a.m. at the TCLA/CVB offices.

INTERIM DIRECTOR/PUBLIC RELATIONS- Lagina reported that she attended a networking event at the Bridal Cave along with other lake businesses, hosted by Best Lake Area Attractions. Lagina also mentioned that she attended a Chamber Connect zoom call which takes place every Wednesday. Lagina reported that MJS Investments contacted her in December of 2020 about a meeting. MJS Investments has over 22 acres and want to put in a soccer complex and are looking for funding assistance. They were aware of the current lawsuit and will stay in touch and will reach out to the Camden Business District in the future. Don Neuharth asked Alderman Marose if they had approached the city, she was not aware of a soccer complex. Russell Burdette inquired about the Golf Council item on Lagina's Report. Lagina explained that Camden, Medium and Large had funded \$5,000 each for FY19 and FY20 for a 30 second commercial to run in St. Louis and Kansas City and they are seeking funding assistance again this year. Lagina has instructed the Golf Council to fill out a funding request form.

CVB Update – Heather Brown spoke to the Board about the 2021 Vacation Guides. The books had to be returned due to bad bindings on the books. She stated that this has never happened in the past. She also mentioned the new shipment of books should be delivered in the next week. The Restaurant guides will be coming out before Memorial Day Weekend. She also noted that Eagle Days will be taking place on Saturday March 6, 2021. She also mentioned that the annual CVB dinner will be held on March 11, 2021 from 5pm to 8pm. Michael Spriggs asked Heather how many total vacation guides were printed. Heather stated that 100,000 were printed. Heather also noted that they scaled back on the number of guides by 40,000. Heather commented that they have been able to maintain 144 pages on the vacation guides as they have in the past years.

OLD BUSINESS –

2021 Business Election, March 25th- Sue Pierce reported that the election dates have been set for March 25, 2021 for Camden Small, and Camden Medium and a special election for Miller Small. Sue noted that an election procedure guideline was provided in the board packet.

TCLA Annual Meeting-March 25th -The annual meeting is set for March 25, 2021. Lagina

suggested the Business Districts meet in the morning prior to the TCLA Annual-meeting. Russell Burdette suggested that the TCLA meeting be held in the afternoon. Sue Pierce suggested the TCLA annual meeting be held at 2:00 pm. A motion was made by Don Neuharth that the TCLA annual meeting to be held at 2:00 p.m. on March 25th at the TCLA offices at 985 KK Drive, Osage Beach. Russell Burdette seconded the motion. The motion passed unanimously.

Employee Handbook- Don Neuharth reported that there is no update at this time. Russell Burdette commented that it will be put on the agenda for the February meeting.

TCLA BYLAWS UPDATE- Michael Spriggs commented that the TCLA By-Laws do not say that the TCLA Board members-have to be an elected board member. Don Neuharth commented that the by-laws need to be updated to reflect what the practice has been. Sue commented that in the past the by-law changes had been reviewed by legal counsel. Russell asked for clarification about voting on by-law changes. Don responded the members vote on the changes. Michael Spriggs also added that the members vote at the annual meeting or at a special meeting with a twenty (20) day notice. Sue requested all board members send by-laws questions and changes to Don and Russell by February 25th, so this project could move forward.

CVB/BUSINESS DISTRICTS CONSULTANT UPDATE-

Heather Brown reported that Brian Grimaldi, the attorney who had been contacted by the CVB to consult on the possible TCLA and CVB merge, was not going to be able to assist as he was having difficulty finding a local attorney to partner with on this project. Mr. Grimaldi has provided the CVB with a few names of other individuals who may be able to assist. Heather mentioned she and Lagina had discussed putting together a task force made up of a few CVB Board members and a few TCLA Boards members to research the suggested individuals and continue to move forward. Heather and Lagina will work on this project.

OTHER OLD BUSINESS-none at this time

NEW BUSINESS-

FY21 Funding Request- none at this time

Other New Business- Sue Pierce asked the board if they were good with continuing to hold the meetings here at TCLA/CVB offices with the current cooler temperatures. The board agreed to continue having the meetings at the current location.

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

Thursday, February 25, 2021, at 10:00 a.m. at the TCLA/CVB Offices.

Thursday, March 25, 2021 at 10:00 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Brian Nivert made a motion to adjourn the TCLA board meeting. Jen Morgan seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 12:23 p.m.