

# **TRI-COUNTY LODGING ASSOCIATION**

Thursday, January 27, 2022

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

Brian Nivert

Don Neuharth

Fred Dehner

Sue Pierce

Jen Morgan

Gena Aldrich

## **TCLA Board Members Absent:**

Kay Samuelson

Nicole Kever Torres

Also present were Lagina Fitzpatrick, Heather Brown, Eric Homan, Tracy McKinney, Sonia Isle, and Gail Griswold.

## **CALL TO ORDER**

Chairman Sue Pierce called the meeting to order at 10:15 a.m. Note: Camden County Business District and Miller County Business District meetings ended early.

## **BOARD, STAFF & GUEST INTRODUCTIONS**

Introductions were made by all meeting attendees.

## **APPROVAL OF AGENDA**

Don Neuharth made a motion to approve the January 27, 2022, TCLA Board meeting agenda. Brian Nivert seconded the motion. The motion passed unanimously.

## **PUBLIC COMMENTS**

None at this time.

## **MINUTES**

Gena Aldrich made a motion to approve the December 3, 2021, TCLA Board meeting minutes. Kay Samuelson seconded the motion. The motion passed unanimously. Sue Pierce made a motion to approve the January 12, 2022, TCLA Special By-Law Revision Meeting Minutes. Don Neuharth seconded the motion. The motion passed unanimously.

## **FINANCIALS**

Lagina Fitzpatrick reported the financial reports for November and December were in the packets. The Lodging Tax Collection Report through November is showing an increase of 12.47% for FY22, there was a large increase in Camden County Medium due to a property that had been behind making payments. Gena Aldrich asked if Bruce was leaving, Lagina stated that Bruce is retiring in April and his replacement, Toby Miller will be attending the next meeting with Bruce.

## **BUSINESS DISTRICT REPORTS**

Don Neuharth reported for the Camden County Business District, at the Business District meeting, the funding requests for the Laurie Hillbilly Fair and the Laurie Hillbilly Car Show were approved

pending the outcome of the Morgan County Business District meeting and how much of the \$3,000 they will be able to fund. The funding request for the Major League Fishing Tackle Warehouse Pro Circuit 2023 was approved up to \$20,000. A budget meeting is scheduled for Camden County Business District on Thursday, February 3, 2022, at 9:00 a.m. The upcoming 2022 Election will be for Camden County Large expired seat and possibly the Camden County Medium vacated seat, depending on the sale of property for Board Member Don Neuharth.

Russell Burdette reported for the Miller County Business District, all funding requested were tabled, the Laurie Hillbilly Fair and the Laurie Hillbilly Car Show to see how much Morgan County Business District would be able to fund and Major League Fishing Tackle Warehouse Pro Circuit 2023, due to the lack of the funding request paperwork. A budget meeting will be scheduled after the Business District Election on March 24, 2022. All seats are up for election due to being expired or vacated.

Brian Nivert reported for the Morgan County Business District, at this time no information to report, the results of the election will be reported later today.

### **LEGISLATIVE REPORT**

Brian Nivert, Legislative Chair; nothing at this time. Heather Brown reported a Legislative Reception was held at Margaritaville Lake Resort on January 13, 2022, by invitation only. The sales tax for the state of Missouri was up and due to this, MODOT will make improvements in Kingdom City, Camdenton area, and near Hurricane Deck Elementary School. Capitals Day will be sectioned off this year by regions, February 9, 2022, is the date for Central Missouri.

### **COMMITTEE ASSIGNMENTS AND REPORTS**

**Group Sales** –Nicole Kever Torres/Kay Samuelson, Group Sales Co-Chairs; Kay Samuelson reported some conferences are cancelling due to Covid in January and February, however a positive lookout for March. Lagina Fitzpatrick stated the group sales report was in the packet.

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

**Fishing Tournament Committee** – Bill Morgan, Fishing Tournament Committee Chair; Lagina Fitzpatrick stated a few events take place over the winter, the season starts at the beginning of March. Don Neuharth asked if there was a loss of events in 2021 due to Covid, Lagina responded that the loss of events was in 2020, however 2021 was a strong year.

**Budget Committee** – Fred Dehner, Budget Committee Chair; a meeting for the Camden County Business District budget committee is scheduled for Thursday, February 3, 2022.

**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, 2022 online Vacation Guide is available on funlake.com, which has helped with an increase in traffic. Facebook leads generated over 1,000 for requests for Vacation Guides, so far there have been over 5,000 Vacation Guides mailed out from requests this year.

## **EXECUTIVE DIRECTOR/PUBLIC RELATIONS**

Lagina Fitzpatrick reported that there has been almost two months since the last meeting. Lagina stated she has been working on the TCLA revised By-Laws; the three Business District Audits were completed and submitted to the state auditor on time; TCLA's audit is still being worked on, it does not need to be submitted to the state auditor; Co-chaired the Lake Ozark Christmas Parade on Saturday, December 11, 2021, there were 51 entries; and worked Morgan County Special Election. Lagina also stated that Netflix's Ozark premier for the final season releasing the first seven episodes was on January 21, 2022, a watch party had been scheduled at Marty Byrde's on Bagnell Dam Strip and had a very good turnout. Lagina reminded everyone MDT Roadshow will be Friday, March 25, 2022, at Old Kinderhook and if anyone would like to attend, please register. Lagina and Heather Brown will be working to try and break the record for the World's Largest Boat Parade again this year, the attempt will be on June 11, 2022. Viewpoint with Dennis Quaid is planning on filming in June to air in the Fall. Russell Burdette inquired regarding the meeting on December 1, 2021, Lake Affordable Housing, Lagina stated the due to the group that is working to bring affordable housing to the area only had one letter of intent, the meeting was set up to generate ideas on how to raise more interest, one issue is the cost of monthly rent, the rent needs to be set for entry level employees. Russell Burdette was also questioning the January 7, 2022, meeting with Developer in Eldon & Lake Ozark, Lagina stated the company is working on a development in Eldon on Highway 54 at the highway 87 exit, at this time a gas station and convenience store is planned with a possible hotel. Lagina also explained the Developer also owns the property in Lake Ozark at the Bagnell Dam Blvd and Horseshoe Bend intersection.

## **CVB UPDATE**

Heather Brown stated the 2022 Vacation Guides were in the warehouse and have started to be distributed throughout the Lake. Over 10,000 were mailed out to Visitor Centers and AAA Offices; Restaurant Guide sales have started, along with internet sales; The CVB Annual Dinner will be March 30, 2022, at The Lodge of Four Seasons; The Annual Spring Harbor Hop will be May 7, 2022, and work has started on it. Heather and Lagina Fitzpatrick have been working on the Destination Master Plan that was suggested by John Lambeth with Civitas. Heather, Eric Homan, and Evan Lampe, with CVB, are working on the Wellness Program video that should be released soon.

## **NEW BUSINESS**

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

## **OLD BUSINESS**

(A.) TCLA By-Laws update – The TCLA revised By-Law meeting and vote will be held Monday, February 28, 2022, at 1:00 p.m.

(B.) Old Business – Sue Pierce thanked Don Neuharth for all the work that he has done over the years, the sale of the hotel is still not final, however this could be his last meeting. Sue Pierce also thanked Jen Morgan for her time that she has given to the Board, Jen Morgan has resigned effective February 1, 2022. Sue Pierce inquired if Kay Samuelson will be running for the expired Camden County Large Seat, Kay Samuelson stated that Robin Graf, COO will be running for the position in the election being held in March 2022.

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

TCLA Board Meeting is scheduled for Thursday, February 24, 2022, approximately at 10:30 a.m.  
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, Brian Nivert made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:17 a.m.