

## TRI-COUNTY LODGING ASSOCIATION

Thursday, July 23, 2020

The Tri-County Lodging Association met at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

### **TCLA Board Members Present:**

Russell Burdette  
Jim Cleary  
Fred Dehner  
Mark Krantz  
Jen Morgan  
Brian Nivert  
Sue Westenhaver

### **TCLA Board Members Absent:**

Carmen Larison  
Don Neuharth  
Michael Spriggs  
Nicole Kever Torres

### **Non-Voting Advisors Absent:**

Presiding Commissioner Tony Stephens  
Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Laura Salamun, Mayor John Olivarri, and Bruce Vanderveld.

### **APPROVAL OF AGENDA**

Jim Cleary made a motion to approve the Agenda. Russell Burdette seconded the motion. The motion passed unanimously.

**PUBLIC COMMENTS** – At this time Chairman Sue Westenhaver presented Rebecca Rupard with an appreciation gift for her seventeen (17) year work anniversary with TCLA.

### **MINUTES**

Russell Burdette made a motion to approve the June 25, 2020, TCLA Board meeting minutes. Jen Morgan seconded the motion. The motion passed unanimously.

### **FUNDING REQUESTS**

- A) FLW Toyota Series – Requesting \$7,500.00 for this event to be held in March 2021. Lagina Fitzpatrick spoke briefly about this tournament and explained this was previously the Costa series.
- B) Confidential Fishing Event – Requesting \$5,000.00 for this event that will take place in November 2020. Ms. Fitzpatrick explained that the name is kept confidential as the anglers are not given this information until closer to tournament time.
- C) BASS Nation Tournament – Requesting \$10,000.00 for this event to take place in April 2021. Ms. Fitzpatrick spoke briefly about this tournament.
- D) Lake of the Ozarks Bike Fest – Requesting \$5,000.00 for this event taking place in September 2020. Tim Jacobsen spoke to the Board about sponsors for this event, the number of participants, and the cancelation of Bikes, Blues, & BBQ in Fayetteville, AR, the weekend after this event.
- E) Lake of the Ozarks Air Show – Requesting \$1,000.00 for this event taking place in September 2020. Tim Jacobsen indicated that this event was focusing on honoring veterans and was bringing in the Vietnam Veterans Memorial Wall, and the funds would be utilized to offset the costs of doing so.

## **BILLS COMMITTEE REPORT**

Russell Burdette made a motion to approve Bill #288. Sue Westenhaver seconded the motion. The motion passed unanimously.

## **FINANCIAL REPORT**

Bruce Vanderveld reported that information on lodging tax collections had just been received this morning and would provide a report via email once completed. Mr. Vanderveld explained that the financial report included in the packets was preliminary and audited statements would be provided after the audit process was completed.

**LEGISLATIVE REPORT** – Mark Krantz, Chair – Mayor Olivarri with the City of Osage Beach reported that sales tax in the City was down 3% through June 2020. He indicated this was a better picture than expected. Mayor Olivarri also reported that a rezoning request had been received by the City of the Topsider property – to construct condos, a hotel, and a restaurant. He added that a rezoning request to construct an amphitheater at Backwater Jack’s had been approved by the City’s Planning Committee and would be presented to the Board of Aldermen. A discussion was held regarding legislating/mandating the wearing of masks.

Tim Jacobsen mentioned that the Missouri Division of Tourism had recently announced that funds through the Cares Act were being offered to DMO’s to assist with items such as payroll and advertising due to the COVID pandemic. Lagina Fitzpatrick explained that this would be in lieu of the FY21 Matching Marketing Grant program. Ms. Fitzpatrick explained that as TCLA is the DMO, approximately \$1,155,000.00 would be available as part of this program.

**Group Sales** – Lagina Fitzpatrick, Director of Group Sales, provided a report in the packets of group sales activities for the past month. Ms. Fitzpatrick was happy to report she had recently hosted a site visit for a client, the 2<sup>nd</sup> time she has done so since March. Ms. Fitzpatrick also spoke about meeting with the representatives of Ballparks of the Ozarks. She looks forward to assisting them with their lodging needs. Mayor Olivarri added a thank you to Lagina Fitzpatrick at this time for working with the City on booking tournaments for their ballfields.

**Special Events Committee** – Russell Burdette, Chair –Mr. Burdette reported that the funding requests would all be handled at the Business District level. Some may have to wait until more is known about the upcoming revenue stream.

Fred Dehner announced that the Missouri Music Educators Association had canceled their conference at the Lake scheduled for January. A discussion was held about the group business lost due to COVID-19.

**Fishing Tournament Committee** – Bill Morgan, Chair – No report was given at this time.

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair – A discussion was held at this time regarding the funding contributions from the Morgan County Business District and their delinquency. Jim Cleary made a motion to engage legal counsel as to how to collect the outstanding balance due from the Lake of the Ozarks Area Business District of

Morgan County and how to proceed. Russell Burdette seconded the motion. The motion passed unanimously.

**Employee Performance Review** – No report was given at this time.

**Website Committee Report** – Lance Utley, Chair – Sue Westenhaver explained that Lance Utley had requested that he be removed as the Chair of this Committee. Jen Morgan nominated herself to serve in this capacity. Russell Burdette seconded this nomination. When voted upon, the motion passed unanimously.

Lagina Fitzpatrick spoke briefly about the progress of the website rebuild for the Funlake.com website.

**Marketing/Advertising Committee** – Jen Morgan, Chair – This Committee would soon plan a meeting to discuss advertising opportunities through the newly offered grant funds from the Missouri Division of Tourism.

**Public Relations** Rebecca Rupard reported that an outdoor writer recently requested accommodations for Labor Day weekend in order to write 2 or 3 stories about the Lake of the Ozarks being open for business. Unfortunately, availability for a holiday weekend is minimal so Ms. Rupard will continue to discuss options for other weekends for him to visit.

**CVB Update** - Tim Jacobsen spoke to the Board about the recent digital version of the Restaurant Guide, indicated that sales were currently taking place for the 2021 printed Vacation Guide and membership. Mr. Jacobsen informed the Board that the CVB Annual Dinner and Harbor Hop had been canceled. Mr. Jacobsen indicated that he expected an announcement to be made soon on a new development which will feature an attraction and lodging in the Lake Ozark area. The focus of this development will be family entertainment.

**OLD BUSINESS** – None at this time.

**NEW BUSINESS** – None at this time.

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

Thursday, August 27, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

Thursday, September 24, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Mark Krantz made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 10:51 a.m.