

TRI-COUNTY LODGING ASSOCIATION

Thursday, June 25, 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
Don Neuharth
Brian Nivert
Michael Spriggs
Nicole Kever-Torres
Lance Utley
Sue Westenhaver

TCLA Board Members Absent:

Carmen Larison

Non-Voting Advisors Absent:

Presiding Commissioner Tony Stephens
Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Eric Homan, Sonja Isles (Serenity Lake Cottages), Brad Jones, Denny Benne, Greg Sullens, Randy Terrell, and Bruce Vanderveld.

APPROVAL OF AGENDA

Don Neuharth made a motion to approve the Agenda. Michael Spriggs seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS – At this time Chairman Sue Westenhaver presented Lance Utley a plaque of appreciation for his service on the TCLA and Camden County Business District Advisory Boards.

MINUTES

Russell Burdette made a motion to approve the May 27, 2020, TCLA Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

Mark Krantz made a motion to approve the May 27, 2020, TCLA Annual Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

FUNDING REQUESTS

- A) Lake of the Ozarks Shootout – Requesting \$12,000.00 for this event that takes place on August 22nd and 23rd, 2020. Denny Benne and Greg Sullens provided information regarding the broadcast of this event; the funds are being requested to offset the production costs for the television coverage.
- B) TropRockin' Ozarks Fest – Requesting \$2,000.00 for this event that takes place on August 13th through 16th, 2020. Brad Jones, event planner, briefly updated the Board on the previous year's event and participation. Mr. Jones explained the national radio coverage involved and the current number of registrants (220).

- C) Trail of Four Winds 25K – Requesting \$2,000.00 for this event that takes place on September 5, 2020. Rebecca Rupard explained that the organizer of the event was not present to provide information. She spoke briefly about the attendance and marketing currently taking place for the race.
- D) Big Bass Bash – Requesting (\$15,000.00) for both the spring and fall fishing tournaments. Randy Terrell appeared before the Board and provided information and history about this event.

BILLS COMMITTEE REPORT

Jim Cleary made a motion to approve Bill #287. Michael Spriggs seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Bruce Vanderveld reported that lodging tax collections were down 6.67% through the month of April 2020.

LEGISLATIVE REPORT – Russell Burdette, Chair – Sue Westenhaver mentioned that City of Osage Beach Mayor John Olivarri had contacted her to pass along his well wishes to the Board and apologize for being unable to attend the meeting. Tim Jacobsen mentioned that the local Chambers are hosting ‘Meet the Candidate’ forums at various locations in the coming months.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, spoke to the Board about the upcoming Grand American Shoot event in August. This event, which will bring between 3,000 and 5,000 people to the area, will be held at Missouri Trapshooters Association (MTA) in Linn Creek, Missouri. The event is usually held in Sparta, Illinois, but due to restrictions in that State, the event chose an alternate location for the 2020 competitions. The event will run from August 2nd through August 15, 2020, with two (2) different competitions taking place. Ms. Fitzpatrick is currently assisting the event coordinators and MTA with various items for the event.

Special Events Committee – Russell Burdette, Chair –No report was given at this time.

Fishing Tournament Committee – Lagina Fitzpatrick informed the Board that FLW Outdoors would be submitting a funding request prior to the July Board meeting.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Michael Spriggs lead the discussion about reallocating \$38,000.00 based on a reduction in the available funds through the Missouri Division of Tourism Matching Marketing Grant (MMG) program. Mr. Spriggs explained that \$30,000.00 would be moved out of Line Item C-2 (SEM) and put towards the Funlake.com website rebuild. The remaining \$8,000.00 would go into General Reserve.

Lagina Fitzpatrick provided the Board with a map of the billboard locations in St. Louis and Kansas City. The Board discussed which Boards would be included in the MMG Program and locations. Michael Spriggs made a motion to alternate the ad campaigns on the Mid-Rivers and Manchester (St. Louis) billboards to alternate their use every four (4) weeks. Lance Utley seconded the motion. The motion passed unanimously.

At this time Tim Jacobsen informed the Board that the Lamar billboard on Highway 54 could receive a new “skin” for \$1,350.00. Lance Utley made a motion to update the skin on the Highway 54 Lamar billboard. Don Neuharth seconded the motion. The motion passed unanimously.

Eric Homan presented proposed digital campaigns from Madden Media for FY21. After reviewing, Michael Spriggs made a motion to accept the media plan from Madden Media that utilizes SEM, Amplified Story Distribution, Retargeting Display Ads, Retargeting Video Distribution, Standard Video Distribution, and Facebook Lead Generation for a total of \$309,600.00. (All products will be included in the MMG Program). Don Neuharth seconded the motion. The motion passed unanimously.

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

Website Committee Report – Lance Utley, Chair – Eric Homan updated the Board on website statistics from the past month, all information is included in the TCLA Board packet. Mr. Homan went on to discuss the two (2) presentations given last week from McDaniels Marketing and J. Rudny Interactive Design Solutions to rebuild the Funlake.com website. Following the meeting, further information was acquired on their products/services. During this time McDaniels reduced their bid by \$10,000.00 and included the cost of a ‘Visit Widget’ for a year of service. After discussing each, Lance Utley made a motion to accept the bid from McDaniels Marketing for \$48,920.00 to be paid in FY21. Russell Burdette seconded the motion. The motion did not pass.

Lance Utley then made a motion to accept the bid my McDaniels Marketing to rebuild the Funlake.com website for \$48,920.00, with payments being made in August 2020 and July 2021. Brian Nivert seconded the motion. The motion passed unanimously.

CVB Update Tim Jacobsen informed the Board that the Digital Restaurant Guide was complete, at a greatly reduced price. Vacation Guide sales will begin soon for 2021. The collaborative video program “We are the Lake” completed 70 videos. Mr. Jacobsen stated that the fall Harbor Hop is currently scheduled for October 10, 2020. He has concerns about having enough dealers for this event. The CVB Annual Dinner is scheduled for August 18th at The Regalia Hotel & Conference Center. Mr. Jacobsen stated that a Food Network show “Undercover Chef” filmed at Nautifish and the episode will air on July 2, 2020. Finally, it was announced that Jennifer Dowdney with Blair’s Confectionary in Osage Beach, had been appointed by Governor Parsons to serve on the Missouri Tourism Commission.

Rebecca Rupard reported that The Outdoor Guys Radio Show out of Kansas City was currently visiting the Lake and doing live shows from Bass & Baskets B&B. A travel writer, who contacted and received assistance from The Beenders-Walker Group visited the Lake recently to do a family camping story. Finally, the Lake of the Ozarks Golf Council is working with KRCG on a contest to name the best Mid-Mo Golf Course voted on by viewing. Ms. Rupard suggesting including this in the upcoming TCLA newsletter. Finally, Ms. Rupard reported to the Board that a check for half the deposit from the canceled Liverpool Legends shows had been received through the assistance of legal counsel.

OLD BUSINESS – None at this time.

TCLA Officer Elections - Russell Burdette made a motion to open the floor for nominations for the position of Chairman. Don Neuharth seconded the motion. The motion passed unanimously. Don Neuharth nominated Sue Westenhaver to serve in the position of Chairman through April 2021. No other nominations were received. Mark Krantz made a motion to close the floor for nominations. Don Neuharth seconded the motion. The motion passed unanimously. With no other nominations Sue Westenhaver will serve as Chairman of the TCLA Board through April 2021.

Don Neuharth made a motion to open the floor for nominations for the position of Vice-Chairman. Jim Cleary seconded the motion. The motion passed unanimously. Jim Cleary nominated Russell Burdette to serve in the position of Vice-Chairman through April 2021. No other nominations were received. Don Neuharth made a motion to close the floor for nominations. Russell Burdette seconded the motion. The motion passed unanimously. With no other nominations, Russell Burdette will serve as Vice-Chairman of the TCLA Board through April 2021.

Sue Westenhaver made a motion to open the floor for nominations for the position of Secretary. Russell Burdette seconded the motion. The motion passed unanimously. Michael Spriggs nominated Nicole Kever-Torres to serve in the position of Secretary through April 2021. No other nominations were received. Don Neuharth made a motion to close the floor for nominations. Jim Cleary seconded the motion. The motion passed unanimously. With no other nominations, Nicole Kever-Torres will serve as Secretary of the TCLA Board through April 2021.

Sue Westenhaver made a motion to open the floor for nominations for the position of Treasurer. Jim Cleary seconded the motion. The motion passed unanimously. Michael Spriggs nominated Fred Dehner to serve in the position of Treasurer through April 2021. No other nominations were received. Michael Spriggs made a motion to close the floor for nominations. Jim Cleary seconded the motion. The motion passed unanimously. With no other nominations, Fred Dehner will serve as Treasurer of the TCLA Board through April 2021.

Michael Spriggs made a motion to close the floor for all Executive Board positions. Jim Cleary seconded the motion. The motion passed unanimously.

TCLA Committee Chair Appointments

Sue Westenhaver made a motion for Nicole Kever-Torres to serve as Chairman for the Group Sales Committee. Jim Cleary seconded the motion. The motion passed unanimously.

Sue Westenhaver made a motion for Russell Burdette to serve as Chairman for the Special Events Committee. Brian Nivert seconded the motion. The motion passed unanimously.

Michael Spriggs made a motion for Bill Morgan to serve as Chairman for the Fishing

Committee. Jim Cleary seconded the motion. The motion passed unanimously.

Sue Westenhaver made a motion for Michael Spriggs to serve as Chairman for the Budget Committee. Russell Burdette seconded the motion. The motion passed unanimously.

Sue Westenhaver made a motion for Jen Morgan to serve as Chairman for the Advertising Committee. Russell Burdette seconded the motion. The motion passed unanimously.

Michael Spriggs made a motion for Sue Westenhaver to serve as Chairman for the Employee Review Committee. Russell Burdette seconded the motion. The motion passed unanimously.

Nicole Keever-Torres made a motion for Lance Utley to serve as Chairman for the Web Committee. Brian Nivert seconded the motion. The motion passed unanimously.

Michael Spriggs made a motion for Mark Krantz to serve as Chairman for the Legislative Committee. Sue Westenhaver seconded the motion. The motion passed unanimously.

TCLA Appointments to CVB Board

Jim Cleary made a motion to open the floor for nominations for a representative from the Small Category to serve on the CVB Board on behalf of TCLA. Michael Spriggs seconded the motion. The motion passed unanimously.

Michael Spriggs nominated Brian Nivert to represent the Small Category on the CVB on behalf of TCLA. No other nominations were presented.

Russell Burdette made a motion to close the floor for nominations for a representative from the Small Category to serve on the CVB Board on behalf of TCLA. Michael Spriggs seconded the motion. The motion passed unanimously.

With no other nominations being received, Brian Nivert will represent the Small Category on the CVB Board on behalf of TCLA.

Jim Cleary made a motion to open the floor for nominations for a representative from the Medium Category to serve on the CVB Board on behalf of TCLA. Sue Westenhaver seconded the motion. The motion passed unanimously.

Sue Westenhaver nominated Don Neuharth to represent the Medium Category on the CVB on behalf of TCLA. No other nominations were presented.

Fred Dehner made a motion to close the floor for nominations for a representative from the Medium Category to serve on the CVB Board on behalf of TCLA. Russell Burdette seconded the motion. The motion passed unanimously.

With no other nominations being received, Don Neuharth will represent the Medium Category on the CVB Board on behalf of TCLA.

Sue Westenhaber made a motion to open the floor for nominations for a representative from the Large Category to serve on the CVB Board on behalf of TCLA. Brian Nivert seconded the motion. The motion passed unanimously.

Jim Cleary nominated Kay Samuelson to represent the Large Category on the CVB Board on behalf of TCLA. Fred Dehner nominated Carl Clark to represent the Large Category on the CVB Board on behalf of TCLA.

Don Neuharth made a motion to close the floor for nominations for a representative from the Large Category to serve on the CVB Board on behalf of TCLA. Brian Nivert seconded the motion. The motion passed unanimously.

When voted upon, five (5) votes were cast in favor of Carl Clark and four (4) votes were cast in favor of Kay Samuelson. By virtue of the votes, Carl Clark will represent the Large Category on the CVB Board on behalf of TCLA.

The Committee List will be included in the upcoming TCLA Newsletter seeking interest from all members to serve on Committees.

NEW BUSINESS

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

Thursday, July 23, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

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

There being no further business to come before the Board, Don Neuharth made a motion to adjourn the TCLA board meeting. Jim Cleary seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:37 a.m.