

TRI-COUNTY LODGING ASSOCIATION ANNUAL MEETING

Thursday, March 16, 2023

TCLA/CVB Office

985 KK Drive, Osage Beach, MO – Camden County

The Tri-County Lodging Association held their Annual Meeting at 10:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members

Russell Burdette - Present

Pamela Quinn - Absent

Lance Utley - Present

Also present were Brian Nivert, Serenity Lakefront Cottages; Sue Pierce, Inn at Harbour Ridge B & B; Merlyn Vandervort, The Resort at the Lake of the Ozarks; John Custer, Four Seasons Property Management; Fred Dehner, Margaritaville Lake Resort; KC Cloke, Camdenton Chamber of Commerce; Ike Skelton, Camden County Presiding Commissioner; James Gohagan, Camden County Commissioner; Heather Brown and Eric Homan, Lake of the Ozarks Convention & Visitor Bureau; Lagina Fitzpatrick, Jen West, and Tracy McKinney, Tri-County Lodging Association.

1. CALL TO ORDER

Lance Utley called the meeting to order at 10:00 a.m.

2. APPROVAL OF AGENDA

Brian Nivert made a motion to approve the March 16, 2023, TCLA Annual Meeting agenda. Merlyn Vandervort seconded the motion. The motion passed unanimously.

3. INTRODUCTIONS

4. OVERVIEW OF TCLA

A. New Board Structure – With the changes to the TCLA by-laws in February 2022, the TCLA board is now comprised of three lodging representatives, one from each county: Camden, Miller, and Morgan County. The board meets quarterly with additional meetings as needed.

B. Board Seat Elections(s) – For the first terms of each board member, the Advisory Board for each county appointed a representative to serve on the TCLA. The normal term for the TCLA representative will be three years, however, to not have multiple seats up in the same year it was agreed to have the appointed seat staggering, this year Miller County seat was up for election. Nominations forms were sent out in the timeline set up in the by-laws, however no nominations were received. At anytime during the meeting if a member from the Miller County Business District would like to self-nominate, they would be able to do so.

C. TCLA Staff – The TCLA is back to three staff members; Lagina Fitzpatrick, Executive Director; Tracy McKinney, Office Administrator; and Jen West, Group Business Development Manager.

5. TCLA COMMITTEE REVIEW

(A.) Budget – The lodging tax collection for FY22 was over \$2 million for the first time ever with an increase of 13.55% over FY21. Through February of FY23 the lodging tax collection for all three counties is

at an increase of 11.20%. The FY23 approved Budget for TCLA was \$2,136,000 with \$1,097,005.40 allocated through February 2023.

(B) Marketing/COOP Program/Website – For FY23, TCLA as the DMO was able to apply for \$450,000 in matching marketing funds as well as for the first time allowed to apply for Marketing Platform Development Grant that was used for Voyage+ and Affinity for \$37,125. Again, this year a co-op partnership has been approved with the City of Osage Beach and the Miller County Commission. For FY24 the matching marketing funds will be \$250,000. Due to some challenges with Madden Media, a discussion is being held with McDaniels Marketing, the company that designed the funlake.com website, to take over some of the digital marketing components. MDT did not allow co-op funding for responsive ads; however, a decision was made to work with McDaniels Marketing for a fall campaign and the ads have been performing very good. A spring/summer campaign has just launched.

A presentation of the Affinity platform was given to the attendees, with a breakdown of the information that is obtained. Affinity is information based on credit cards only spent in the Lake area from visitors that live outside of a 50-mile radius. The information was well received from the attendees.

(C.) Fishing Committee – This will be a very busy fishing season, there have been several fishing tournaments approved through the Business Districts this year. The MLF High School/College event is the first event of the year and is currently taking place this weekend. Also funded by the Business Districts is the MLF BFL, National Crappie League Open, Spring Big Bass Bash, MLF Tackle Warehouse, National Crappie League Division 1, MLF BFL, Bassmaster Open, MLF Toyota Series, Fall Big Bass Bash, The National Professional Fish League, and the MLF BFL Regional Championship.

6. GROUP SALES

There has been a total of 105 leads sent out and have \$403,275 in definite bookings for FY23. There has been an increase in Group Sales marketing over previous years. Marketing efforts include geofencing at wedding shows and other events, along with Facebook post for family reunions and weddings. Several shows have been attended with additional shows scheduled. Groups sales is working with Ballparks National to assist with the housing for the teams coming to play at the fields.

7. PUBLIC RELATIONS

Beenders Walker Group has been contracted for FY23 and has sent out press releases, media alerts, and have set up travel writers to the Lake. Beenders Walker Group has also been enlisted to help with content stories this year. Presiding County Commissioner Ike Skelton stated that Camden County has the company CGI creating a marketing video for the county as a whole, this is a great opportunity to highlight Camden County.

8. MILLER BUSINESS DISTRICT REPRESENTATIVE ELECTION RESULTS

With no nominations for the TCLA/Miller County Business District representative, TCLA Board Representatives Lance Utley and Pamela Quinn, according to the TCLA By-Laws will discuss and appoint a Miller County representative at a later meeting.

9. Q & A

Copies of any of the information that was covered during the meeting is available if requested. Camden County Commissioner James Gohagan inquired if the information from Affinity is available online, it is not

available, however reports will from Affinity will be sent on a quarterly basis to Camden County Commissioner James Gohagan.

10. MEETING ADJOURNED

There being no further business to come before the Board, John Custer made a motion to adjourn the TCLA annual meeting. Brian Nivert seconded the motion. The motion passed unanimously. The TCLA annual meeting adjourned at 10:58 a.m.

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