

TRI-COUNTY LODGING ASSOCIATION ANNUAL MEETING

Thursday, March 21, 2024

TCLA/CVB Office

985 KK Drive, Osage Beach, MO – Camden County

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

TCLA Board Members

Merlyn Vandervort - Present

Lance Utley – Present

Pamela Quinn - Present

Also present were Terry Parrot, Russell Burdette and Erin Burdette with Your Lake Vacation, Michael Spriggs with Point Randal Resort, Eric Homan and Heather Brown with the Convention & Visitor Bureau, Jen West, Lagina Fitzpatrick, and Tracy McKinney with TCLA.

Call to Order

Lance Utley called the meeting to order at 9:04 a.m.

Approval of Agenda

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

Introductions

Introductions of the TCLA board and guests were done.

Approval of Meeting Minutes

Pamela Quinn made a motion to approve the March 16, 2023, TCLA Annual meeting minutes. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Overview of TCLA

A. Board Structure – The TCLA board is made up of three lodging reps, one from each county; Lance Utley with Old Kinderhook for Camden, Merlyn Vandervort with The Resort at Lake of the Ozarks for Miller, and Pamela Quinn with LakeDays.Rentals for Morgan. The board meets on a quarterly basis with additional meetings if needed.

B. Camden Board Seat Election Update – The Camden County seat is up for election this year, the seat is a three-year term running from April 2024 to March 2027. There are four candidates running for the seat; Jennifer Griffin with JGBD Properties, Kerrie Laws with Sleep Inn & Suites, Lance Utley with Old Kinderhook, and Cynthia Jones with JE LOTO, LLC. Absentee voting had taken place at the TCLA office until Wednesday, March 20 and day of voting will finish up at 11:00 a.m. today.

C. TCLA Staff – The TCLA staff is a three-member team; Lagina Fitzpatrick, Executive Director; Tracy McKinney, Office Administrator; and Jen West Group Business Development Manager.

TCLA Committee Review

A. Budget – The FY24 joint marketing budget was approved for a total of \$1,936,000 and through the end of February the income and expenses are \$1,068,143. Lodging tax collection through January is reporting all three counties, Camden, Miller, and Morgan, at an increase of 8.96% over last year.

B Marketing/COOP Program – For FY24, TCLA as the DMO (Destination Marketing Organization) was able to apply for \$250,000 in matching marketing funds from the Missouri Division of Tourism. The City of Osage Beach and Miller County Commission were Co-op marketing partners again this year. The FY25 Joint Marketing budget has been approved with the highest budget ever. A large percentage of the budget will be allocated to TV, four new commercials will be produced in late May, this will start being aired in FY25. In FY25, TCLA can apply for up to \$280,000 in matching marketing funds.

C. Sports Tourism – Sports tourism is a big market, TCLA is making a push to bring together a Sports Tourism Committee to work on bringing more sporting events to the Lake area. The committee is currently working on setting up their structure and setting up fundraising opportunities.

D. Pub Crawl – TCLA took over the Mardi Gras Pub Crawl this past year from the Lake Area Chamber of Commerce. Some changes were made that were well received. A total of around 890 wristbands were sold, this was the first-year wristbands were sold online.

Group Sales

The amount of marketing for group sales was higher than the past. With the increase of co-op marketing, geofencing with wedding shows and other events was added. Facebook posts for family reunions and weddings were also done this year. A new group sales marketing publication was created to be handed out at shows, this is available in a digital format if requested. A total of 134 leads were sent out from July 2023 to February 2024, which is a total of over \$4.4 million. A total of over \$1 million is definite revenue, 21 leads. Group sales is ahead of pace in both number of leads as well as revenue.

Public Relations

Beenders Walker Group was the contracted again this year as the public relations company. 12 different press releases and 20 media alerts have gone out over this fiscal year as well as setting up travel writers from all over the country. Beenders Walker Group is assisting with content stories again this year.

Camden Business District Representative Election and Results

Voting is allowed until 11:00 a.m. today, Pamela Quinn will be available until that time to tally the ballots.

Q & A

Russell Burdette inquired to the status of the Camdenton Air Show, the air show is scheduled to be held Saturday, September 7, 2024, with the rain out date being Sunday, September 8, 2024. The air show is held every other year. Merlyn Vandervort asked who organizes that air show, the Camdenton Chamber of Commerce is in charge of organizing the air show with the help of a committee.

Russell Burdette inquired about the Civil War reenactment that used to take place several years ago, this is something that just stopped happening at the Lake. Nothing is known at this time if a group would be interested in pursuing this event.

Michael Spriggs took this opportunity to state the new group sales publication is nice and professional. Michael asked for current information regarding the lawsuit against the Camden and Miller County Business Districts. The Business District budget and all funding requests are done on the Business District level. The judge's ruling on the circuit court level is currently in appeals court with the next scheduled hearing being set for Wednesday, March 27, 2024, at 9:00 a.m. in Jefferson City. The hope of the appeal is to overturn the lodging tax, overturn the 2020 election, and not allow the Business Districts to work with a private entity. The judge's ruling requires the Business Districts to hold any elections at the county clerk's office. The plaintiff had wanted a public election, this would allow anyone to vote, however the judge did not allow that, only lodging owners that remit the lodging tax are allowed to vote. Russell Burdette also stated that so far in this lawsuit, the Camden County Business District has paid out over \$110,000 for the attorney, that does not include what insurance has paid.

Meeting Adjourned

There being no further business to come before the Board, Merlyn Vandervort made a motion to adjourn the TCLA annual meeting. Michael Spriggs seconded the motion. The motion passed unanimously. The TCLA annual meeting adjourned at 10:02 a.m.