

TRI-COUNTY LODGING ASSOCIATION

Thursday, March 25, 2021

The Tri-County Lodging Association met at 12:30 p.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Michael Spriggs
Sue Pierce
Jen Morgan
Kay Samuelson
Fred Dehner

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres
Brian Nivert

Also present were Lagina Fitzpatrick, Heather Brown, Linda Stevens, Eric Homan, Bruce Vanderveld, Greg Sullens, Barbara Bunch, Dennis Klautzer, Denny Benne, Tom Abbett, and Christy Janssen.

CALL TO ORDER- The meeting was called to order at 12:30 pm

BOARD, STAFF & GUEST INTRODUCTIONS

APPROVAL OF AGENDA- Michel Spriggs made a motion to approve the March 25, 2021 Board meeting agenda. Jen Morgan seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS –Sue Pierce honored Michael Spriggs, Point Randall Resort with an appreciation certificate for his years of service on the board for Camden County Business District Small Category and the TCLA Board. Michael service to the many committees he chaired and served on since 2009 were also uplifted.

MINUTES- Russell Burdette made a motion to approve the February 25, 2021, TCLA Board meeting minutes. Fred Dehner seconded the motion. The motion passed unanimously.

FINANCIAL REPORT- A lodging tax collection report was included in the packets for review. This reflects lodging tax collections through January 2021. Lagina Fitzpatrick reported it was up 4.77% year to date over last year.

BUSINESS DISTRICT REPORTS-

Russell Burdette gave a report on Miller Business District. He mentioned that the Miller County Business District conducted both the monthly, and the annual meeting earlier in the morning. Russell updated Commissioner Wright on the Business District's Comprehensive Marketing Plan and their cash position. Russell commented that it was going to be a great year.

Sue Pierce reported on behalf of Morgan Business District that she and Lagina Fitzpatrick attended the Morgan County Business District Advisory Board and Annual Meeting the previous day. Sue noted that Morgan Business District was now up to date on all financial obligations and that they had been added

to the on-going lawsuit, effective March 24th when papers were served. Brian Nivert and Carmen Larison directed Lagina to work on their (Morgan County Business District) FY22 Marketing Plan.

Michael Spriggs gave a report for Camden Business District. The marketing plan was reviewed and was approved as of March 25, 2021. Michael noted that the marketing plan would be ready to send to the attorney for presentation to the Judge once the budget was approved. Michael added that the Funding Disbursement Report #295 had been voted on and approved. Michael also noted that Business District Board Members had approved funding for the Lake Area Boutique Crawl scheduled for April 10, 2021 for up to \$150 in Facebook ads, and up to \$250.00 for flyers and banners for the event. Michael also mentioned they approved a bid from Graves and Associates Audit services for a three-year contract, with a one-year cancellation clause. Michael noted that the Rules and Regulations were revised and approved.

Legislative Report - No reports at this time.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales— Lagina Fitzpatrick reviewed the group sales report that was provided in the board packet. Lagina reported that she has one (1) definite group, Miners Summit, which booked at the Lodge of the Four Seasons.

Event Committee-Russell Burdette reported he was glad to be entertaining additional events as they come up for funding for FY21. Lagina Fitzpatrick noted that she updated the research questionnaire for the Lake Race taking place in June 2021.

Fishing Tournament Committee – Lagina Fitzpatrick gave an update on behalf of the fishing committee. Lagina reported there were several events over the last few weeks that included the FLW Toyota Series and Bassworld Tournament. Michael Spriggs noted that Bassing Bob and several others were moving forward with the Fishing Council.

Budget Committee – Michael Spriggs gave an update on the budget. Michael mentioned that a comprehensive marketing plan for FY22 needs to be adopted per the Judges decree. Michael also noted that the Board will need to review a preliminary TCLA budget for FY22 which then needs to be presented to the Business Districts and sent to the Judge. Michael also suggested setting up a Budget Committee meeting as soon as possible. A tentative meeting was set for Tuesday, March 30, 2021 at 1:00 pm. A preliminary draft needs to be presented to the TCLA Board to find out what funding levels are needed. Russell Burdette commented that the Miller Business District had already decided on amount of funding. Russell also noted that the amount will be above their past allocation. Lagina commented that she has a draft of the budget put together and ready to be presented for the meeting.

Employee Performance Review- No report at this time.

Website Committee Report –Eric Homan gave an update on the website. Eric reported that it is up and running and operational. Eric noted that the Visit Widget will be available in a week or two. Jen Morgan gave a brief overview on how the visit widget works. Jen noted that the visit widget is used as an itinerary for vacationers.

Marketing Committee- Jen Morgan gave a report on the FY22 Marketing Plan draft. Jen noted that she is waiting on the Business Districts to finalize their FY22 budgets.

INTERIM DIRECTOR/PUBLIC RELATIONS- Lagina Fitzpatrick gave an update on the Bicentennial Committee in honor of Missouri 200th birthday and was tying in the 90th Anniversary of Bagnell Dam. Lagina mentioned a few of the events taking place like the largest boat parade. She noted that Tom Abbett was helping with this event and that the cost would be \$25.00 per boat. The event will be held on June 12, 2021 at 11 a.m. The Best Dam car show will also be taking place on June 12th with the balance of the events to take place in August.

CVB Update – Heather Brown reported that there were 8,000 inquiries for the Vacation Guide books at this time, which will go out through Ozark Mailer. Heather was honored to present Fred Dehner with The Partner in Tourism Award at the CVB Annual Dinner. Heather mentioned that they are working on the restaurant guide extensively.

OLD BUSINESS –

Employee Handbook- Don Neuharth and Russell Burdette reported that there is no update at this time.

TCLA Bylaws Updated- nothing to report at this time.

CVB/Business District Consultant Update-

Lagina Fitzpatrick did a quick recap/reminder that Brian Grimaldi, who we were originally speaking to about consulting on the possible merger of the TCLA/CVB was unable to assist us and had recommended two consultants. Lagina and Heather Brown set up calls and spoke with both of the individuals recommended. Heather reported that they were moving forward with John Lambeth out of Sacramento, California. Heather mentioned that it would take (3) months for him to complete the study. Heather also noted there would be a \$5,000 monthly retainer fee and \$2000 in miscellaneous fees for a total cost of \$17,000. Sue Pierce asked Heather what level of funding would be available from the CVB. Heather responded the topic will be on their next board meeting agenda. Jen Morgan commented that the proposal came in much lower than expected and suggested the group move forward with the consultant. Michael Spriggs asked if the TCLA and the CVB boards would stay the same. Heather responded that would be one of the recommendations we would receive from the consultant. Jen Morgan suggested to approve up to fifty percent of the cost. Russell Burdette made a motion to continue moving forward with the consultant up to fifty percent of the fees. Donald Neuharth seconded the motion. The motion passed unanimously. Michael Spriggs requested Lagina email the proposal to the board.

FY21 Audit Services Update- Sue Pierce reported that four RFPS were sent out for bid. Graves and Associates was the only one to submit a bid. Sue noted that the Camden and Miller Business Districts were moving forward with a three-year commitment with a one year cancellation clause. Don Neuharth made the motion to move forward with the three-year commitment clause and a one year cancellation clause, Michael Spriggs seconded the motion. The motion passed unanimously.

OTHER OLD BUSINESS- none at this time

NEW BUSINESS-

FY21 Funding Requests- A brief presentation was given for each of the three Funding Requests. Greg Sullens from Benne Media gave a presentation for Aquapalooza who had requested \$10,000 in funding for the June 26, 2021 event. Tom Abbett gave a presentation for the Lake Race Event on June 3rd-5th, requesting \$25,000. Dennis Klautzer and Barbara Bunch from KRMS Radio station gave a presentation for the Lake Race and requesting \$5,000 to fund radio and tv coverage. All event funding requests will be presented and voted on at the next Business District meetings.

Other New Business- none at this time

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

TCLA Board Meeting is scheduled for Thursday, April 22nd at 10:00 a.m.

TCLA Board Meeting is scheduled for Thursday, May 20th approximately at 10:00 a.m.

TCLA Board Meeting is scheduled for Thursday, June 24th approximately at 10:00 a.m.

There being no further business to come before the Board, Kay Samuelson made a motion to adjourn the TCLA board meeting. Jen Morgan seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 2:10 p.m.