

TRI-COUNTY LODGING ASSOCIATION

Wednesday, May 27, 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

Carmen Larison

Don Neuharth

Michael Spriggs

Lance Utley

Sue Westenhaver

Non-Voting Advisors Absent:

Presiding Commissioner Tony Stephens

Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Eric Homan, Laura Salamun (Point View Resort), Gail Griswold (Shawnee Bluff Winery), Brian Nivert & Sonja Isles (Serenity Lake Cottages), Jen Morgan (The Lodge at Port Arrowhead), and Bruce Vanderveld.

APPROVAL OF AGENDA

Sue Westenhaver requested that the closed sessions on the Agenda be moved to the end of the meeting.

Mark Krantz made a motion to approve the Agenda with the suggested change. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS – None at this time.

MINUTES

Michael Spriggs made a motion to approve the May 6, 2020, TCLA Board meeting minutes. Jim Cleary seconded the motion. The motion passed unanimously.

Michael Spriggs made a motion to approve the May 12, 2020, TCLA Special Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

Jim Cleary indicated that he should be added as being in attendance for the meeting on May 19, 2020. Lance Utley made a motion to approve the May 20, 2020, TCLA Special Board meeting minutes with the suggested correction. Jim Cleary seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Jim Cleary made a motion to approve Bill #286. Michael Spriggs seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Lagina Fitzpatrick spoke briefly about the Lodging Tax Collections report in the packet. This report is through March 2020. Year-to-date lodging tax collections were up 0.40%. Due to COVID-19, collections are expected to be drastically low in the coming months.

LEGISLATIVE REPORT – Russell Burdette, Chair – Russell Burdette indicated that the Legislative session was on a break, so there was not much to report. He briefly mentioned the Legislation regarding casinos being placed on the Lake of the Ozarks did not pass.

Group Sales – Lagina Fitzpatrick, Director of Group Sales, covered information provided in the Board packets regarding group sales activities. Ms. Fitzpatrick spoke briefly about group leads still coming in and ball tournaments still planning on taking place in the coming months.

Special Events Committee – Russell Burdette, Chair – Russell Burdette stated that the Lake Race had officially been canceled. The Board discussed that they were open to receiving Funding Requests in the coming months. Tim Jacobsen covered several events that were still currently scheduled.

Fishing Tournament Committee – Lagina Fitzpatrick informed the Board that the Major League Fishing tournament that filmed at the Lake of the Ozarks last fall is now airing on The Outdoor Channel.

Advertising/Budget/Public Relations – Michael Spriggs, Chair – Lagina Fitzpatrick provided an updated FY21 TCLA Budget. Michael Spriggs explained the changes from the most recent Budget Committee meeting. Sue Westenhaver spoke about notifying event coordinators who normally have funds in the TCLA budget that they would need to re-submit a funding request for consideration. Lagina Fitzpatrick and Rebecca Rupard will make personal contacts and follow up with letters to the coordinators. Also discussed was the decrease in Matching Marketing Grant funds through the State of Missouri Division of Tourism. The amount that TCLA can request for FY21 is \$187,000.00, but also could still change pending further budget reductions on the State level. At this time Jim Cleary made a motion to approve the proposed FY21 TCLA Budget with \$38,000.00 to be reallocated at a future date due to the reduction of the Missouri Matching Marketing Grant funds. Russell Burdette seconded the motion. The motion passed unanimously.

Michael Spriggs mentioned that the \$39,000.00 in the FY21 TCLA Budget Line Item for Web Maintenance has \$30,000.00 earmarked for a website rebuild. The remainder of funds needed for the rebuild would come from the FY22 TCLA Budget.

A Budget Committee meeting was scheduled for Tuesday, June 9, 2020, beginning at 9:00 a.m. at the TCLA/CVB Offices in Osage Beach.

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, focusing mainly on the past holiday weekend. Mr. Homan touched on the website visit and Vacation Guide request increases based on national

media coverage of the Lake on Memorial Day weekend. He also discussed social media traffic as well.

Sue Westenhaver mentioned that a public relations report had been included in the packet from The Beenders-Walker Group. This is work that they have continued to do on behalf of the Lake of the Ozarks at no charge.

CVB Update and Report – Tim Jacobsen informed the Board that the CVB Board met after the weekend to discuss if any response was needed to the holiday weekend at the Lake and the national coverage. The decision was made to take no action at this time. Currently the CVB is continuing to work with all of the local Chambers producing the “We Are The Lake” videos. The CVB sales staff is selling advertisements for the upcoming digital version of the Restaurant Guide. The next meeting of the CVB Board is June 16, 2020, at 2:00 p.m.

OLD BUSINESS

Board Elections – Sue Westenhaver indicated that the Board election were being held and two (2) election judges had been hired from Miller County to handle this election. She added that the Camden and Miller County Clerk’s would be personally delivering the absentee ballots from the Counties, the Morgan County absentee ballots would be retrieved and delivered by Jeff Dorhauer.

Media Relations RFP After a brief discussion of the status of this process, Don Neuharth made a motion for Rebecca Rupard to communicate with those firms that had responded to the RFP and explain that based on budget reductions no firm would be hired in FY21. Carmen Larison seconded the motion. The motion passed unanimously.

Liverpool Legends Rebecca Rupard read to the Board an email from legal counsel Marc Ellinger on the options for receiving a refund for the canceled shows by Liverpool Legends. After a brief discussion, Jim Cleary made a motion to request that attorney Marc Ellinger draft and send a demand letter to Liverpool Legends for half of the deposit paid to them be returned. Russell Burdette seconded the motion. The motion passed unanimously.

Other Old Business – None at this time.

NEW BUSINESS

Future Meeting Dates The Board discussed the recent change in the meeting day each month and Don Neuharth made a motion to move meetings back to Thursdays each month. Mark Krantz seconded the motion. When voted upon, Carmen Larison opposed this motion. The motion passed with majority voting in favor. The next meeting dates are scheduled for June 25th and July 23rd, 2020.

Fred Dehner asked about an update on the Can-Am Games. Lagina Fitzpatrick indicated that the Can-Am Board was still in negotiations with the Federation for a refund on deposit fees paid.

Michael Spriggs inquired about notifying special event coordinators that no funds were

designated for events in the FY21 TCLA Budget. Lagina Fitzpatrick and Rebecca Rupard would first call event coordinators and follow up with letter confirming this information.

At 10:20 a.m. Don Neuharth made a motion to enter into closed session pursuant to RSMo. 610.021(1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives and its attorneys, and RSMo. 610.021(3) Hiring, firing, disciplining, or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded. Russell Burdette seconded the motion. A roll call vote was taken: Russell Burdette – Yes, Jim Cleary – Yes, Fred Dehner – Yes, Mark Krantz – Yes, Carmen Larison – Yes, Don Neuharth – Yes, Lance Utley – Yes, and Sue Westenhaver – Yes.

At 11:03 a.m. Russell Burdette made a motion to open the regular TCLA Board meeting. Jim Cleary seconded the motion. A roll call vote was taken: Russell Burdette – Yes, Jim Cleary – Yes, Fred Dehner – Yes, Mark Krantz – Yes, Carmen Larison – Yes, Don Neuharth – Yes, Lance Utley – Yes, and Sue Westenhaver – Yes.

There being no further business to come before the Board, Don Neuharth made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:07 a.m.