

TRI-COUNTY LODGING ASSOCIATION

Wednesday, May 25, 2022

The Tri-County Lodging Association is scheduled to meet at 10:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members:

Lance Utley – Present

Pamela Quinn – Present

A quorum was present for a meeting.

Also present were Lagina Fitzpatrick, Presiding Miller County Commissioner Tom Wright, Sue Pierce, Russell Burdette, Robin Graf, Heather Brown, Eric Homan, Laura Salamun, and Tracy McKinney.

CALL TO ORDER

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

INTRODUCTIONS

Introductions were made around the table.

APPROVAL OF AGENDA

Pamela Quinn made a motion to approve the May 25, 2022, TCLA Board meeting agenda. Lance Utley seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

Sue Pierce thanked Lance Utley and Pamela Quinn for serving on the TCLA Board.

TCLA and BUSINESS DISTRICT STRUCTURE

Lagina Fitzpatrick presented the board with the TCLA Board Transition and TCLA Board Guidelines. Lagina explained with the changes to the TCLA By-Laws the new structure of the TCLA Board and transition of the board members for each county. Lagina added that the TCLA Board meeting will be quarterly with the goal of having two joint meetings a year with the Camden, Miller, and Morgan County Advisory Boards.

ELECT TCLA BOARD OFFICERS

Lagina Fitzpatrick stated that officers will need to be elected for the new board structure; a chair, vice chair, and secretary/treasurer. Pamela Quinn made a motion to appoint Lance Utley as chair. Lance Utley seconded the motion. The motion passed unanimously. Lance Utley made a motion to appoint Pamela Quinn as vice-chair. Pamela Quinn seconded the motion. The motion passed unanimously. At this time without representation from Miller County, waiting for the rep that was agreed upon to respond, the secretary/treasurer will be filled at a later meeting.

CVB BOARD REPRESENTATIVES

Lagina Fitzpatrick explained that in each lodging category; small, medium, and large, a representative is appointed to service on the CVB Board. The representative is required to be a CVB member also. Laura Salamun inquired if the CVB By-Laws had been updated that it would be a vote brought to

membership instead of an appointment from the TCLA Board, Heather Brown stated that the issue had been discussed, however the change will not be made. Heather also stated that the new board members need to be place by July 1, 2022, for quorum propose. Lance Utley and Pamela Quinn agreed to discuss at a later time to review and make a decision regarding the TCLA Small, Medium, and Large, representations to sit on the CVB Board.

BUSINESS DISTRICT REPORTS

Lagina Fitzpatrick stated that this is the time when each Advisory Board Chair would share with the TCLA Board any information that was discussed and agreed upon at the last meeting. After a discussion, this will continue to be shared at future TCLA Board meetings.

TCLA COMMITTEE DISCUSSION

Lagina Fitzpatrick stated that the TCLA Board had several committees that have been formed over the years and would like to suggest changes in some of the committees.

Group Sales – Lagina stated that since there is only one team member of the group sales, if this is needed, a meeting can be called with the appropriate people. Lance Utley and Pamela Quinn agreed the group sales committee is not necessary.

Event Committee – Lagina explained the event committee was set up to discuss funding events that would be presented to the TCLA Board in the past, however funding requests are now on the Business District levels, there is not a need to review on the TCLA level. Lance Utley and Pamela Quinn agreed the events committee is not necessary.

Fishing Tournament Committee – Lagina explained that the fishing committee is an important committee that helps bring in and support events that are at the Lake. Lance Utley and Pamela Quinn agreed to keep the fishing tournament committee.

Budget Committee – Lagina stated that the budget committee should stay in place, Lance Utley and Pamela Quinn agreed.

Employee Performance Review – Lagina stated that the employee performance review should still be kept in place, however she stated that it should be the TCLA Board would be the committee for this. Lance Utley and Pamela Quinn agreed.

Website/Marketing Committee Report – Lagina explained the website committee was set up when the new website was being discussed and being implemented, since the website has been up and running for over a year now, combining the Website/Marketing Committee would be a benefit of covering both. Lance Utley and Pamela Quinn agreed.

Legislative Committee – Lagina stated that there has not been a need for the legislative committee recently, this is something that could be addressed at a meeting if needed. Lance Utley and Pamela Quinn agreed the legislative committee is not necessary.

FINANCIAL REPORT

Lagina Fitzpatrick explained that Toby Miller will be present at future meetings to go over the financial reports, since this is the first meeting of the TCLA Board and Toby is scheduled to be at the meeting for only an hour, Lagina was not sure the timing of the meeting, Toby will present at

future meetings. Lagina stated that through March 2022 the Lodging Tax Collection report was up 17.2% and agrees with Bruce Vanderveld's opinion, that at current it is possible to make it close to \$2 million in collections. The financial report runs through the end of April. Lagina is meeting Toby to discuss FY22 year end.

EXECUTIVE DIRECTOR/PUBLIC RELATIONS

Lagina Fitzpatrick reviewed a few items that were in her report; MLF was here at the end of April with a good turnout, this is the third time they have been to the Lake with an event planned for next April; the Ozark Finale Premier Party held at Marty Byrde's at the strip went well, a scavenger hunt took place and was well received; attended the Sports ETA conference at the beginning of May; View Point with Dennis Quaid will be filming June 9, 2022; met with Michael Harmison, the new Mayor of the City of Osage Beach regarding the partnership between TCLA and the City, the partnership was approved at the City meeting on May 19, 2022 for \$25,000; met with Rebecca Rupard with the City of Lebanon for regional marketing partnership; updated the information regarding the compliance company Granicus, at current testing through the site with a meeting scheduled for June 1, 2022 to get ready to go live; and finally met with a group of outdoor writers that are in town staying at Point Randall Resort.

CVB UPDATE

Heather Brown gave an update from the CVB; June 30, 2022 will end FY22, membership billing will go out July 1, 2022 for FY23; Spring Harbor Hop had 1169 hands sold, slightly down, however still a good turnout; the new Restaurant Guide was delivered to the warehouse and the distribution team is working to get them out to members before the Memorial Day holiday; there are two positions on the CVB board that are currently being voted on with ballots needing to be turned in by the end of the business day May 26, 2022; working on the LOREDC committee, LOREDC is working on rebranding which should be completed in a few months, however still moving forward; Vacation Guide sales will begin in July for next years book; the MO campaign will be filming at the Lake of the Ozarks for future ads.

NEW BUSINESS

(A.) TCLA Agreement with the Business Districts – Lagina Fitzpatrick stated that each year an agreement is signed between the Business Districts and TCLA, at this time Morgan County has signed the agreement, the agreement shows the duties that TCLA preforms for the Business Districts and the breakdown of the agreed funding to TCLA. Pamela Quinn made motion to accept the TCLA Agreement with the Business Districts as provided. Lance Utley seconded the motion. The motion passed unanimously.

(B.) TCLA Agreement with the CVB for Marketing Fulfillment – Lagina Fitzpatrick stated that each year an agreement is signed between TCLA and CVB for Marketing Fulfillment, the document lists the tasks that are preformed by the CVB for Marketing Fulfillment. This year the budgeted amount is \$278,000, which is an increase over the last few years, however it is the amount that was in place before the pandemic. Lance Utley and Pamela Quinn agreed to discuss again after the FY23 Budget.

(C.) FY23 TCLA Budget – Lagina Fitzpatrick stated that after having all documents prepared for the FY23 Budget, the marketing plan, the budget, and FY23 Co-op, Lagina received word of an increase from the state to the Co-op, prior amount was \$225,000 and it was doubled to \$450,000 which with the 50/50 match will give a total of \$900,000 in marketing funds, however it needs to be submitted by June 1, 2022. This will not change the allotted funds from the Business Districts, which Camden

and Morgan County have already approved their FY23 Budgets and the allotted amount to TCLA, still waiting for Miller County to have a meeting to discuss the FY23 Budget. Lagina presented a budget with the expected amount from Miller County that will be \$20.00 higher from Miller Small over last year and 25% less from Miller Medium due to the loss of the Quality Inn, changes can be made if there is a change with Miller County. Lagina stated that the increase in the amount that is able to be requested from the state is a good opportunity, everything that is requested needs to be approved and is required to use an approved vendor. TikTok and geofencing has been approved, these are new and have been reporting well. Responsive ads will not be approved however SEM will only be approved through Madden Media, which is the company that is currently being used. Pamela Quinn stated that TCLA is doing a great job of allocating funds and working below or within the percentages what the Business District agreed on. Pamela Quinn made a motion to approve the presented budget based on possible adjustments of Miller County allocated funds. Lance Utley seconded the motion. The motion passed. Pamela Quinn made a motion to approve the TCLA Agreement with the CVB for Marketing Fulfillment as presented. Lance Utley seconded the motion. The motion passed unanimously.

(D.) Code of Ethics Form – Lagina Fitzpatrick stated that after discussion that have taken place in the past and have started again, the Camden and Morgan County Business Districts agreed that it was a plan to have a Code of Ethics for the Advisory Boards.

(E.) Other New Business – None at this time

OLD BUSINESS

(A.) Other Old Business – None at this time

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

A discussion was had for future TCLA Board meetings, Pamela Quinn inquired when the monthly financial would be done, they are usually done in the mid of the month. The financial will be emailed out when they are received from Toby Miller, it was agreed that the second Wednesday at 10:00 a.m. would be the ideal time, since it is quarterly the months will be decided. Due to the expectation of a joint meeting taking place twice a year with the Business Districts and the TCLA Board, the first will be in October.

TCLA Board meeting scheduled for Wednesday, August 10, 2022, at 10:00 a.m.

TCLA Board meeting scheduled for Wednesday, October 12, 2022, at 10:00 a.m. – joint meeting.

ADJOURN

There being no further business to come before the Board, Pamela Quinn made a motion to adjourn the TCLA board meeting. Lance Utley seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:14 a.m.