

TRI-COUNTY LODGING ASSOCIATION

Wednesday, November 8, 2023

The Tri-County Lodging Association is scheduled to meet at 9:00 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members:

Lance Utley – Present
Pamela Quinn – Present
Merlyn Vandervort - Present

A quorum was present for a meeting.

Also present were Craig Searl, Lagina Fitzpatrick, Jon Schmieder, Jo Duncan, Marjorie Beenders, Toby Miller, Eric Homan, Jen West, and Tracy McKinney.

Call to Order

Lance Utley called the meeting to order at 9:00 a.m.

Introductions

Introductions were made by all meeting attendees.

Approval of the Agenda

Pamela Quinn made a motion to approve the November 8, 2023, TCLA Board meeting agenda. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Public Comments

There were no public comments.

Approval of Meeting Minutes

Pamela Quinn made a motion to approve the August 9, 2023, TCLA Board meeting minutes. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Financial Report

A copy of the updated lodging tax collection report had been emailed out to the board, the tax is reporting through September. Due to the quarterly taxes being reported late last year, the collection report shows a higher-than-expected increase in the lodging tax, this will even out. The financial report for October is delayed due to a late bank statement, when the report is completed, the report will be emailed out to the board. The financials and budget are on pace.

Business District Reports

Camden County Business District – Lance Utley – events that have been funded by the Camden County Business District were shared. Camden County Business District Large category appointed Kay Samuelson from the Lodge of Four Seasons due the resignation of Robin Graf and the Medium category appointed Craig Searl from Inn at Grand Glaize to replace the late Nicole Kever Torres.

Morgan County Business District – Pamela Quinn – events that have been funded by the Morgan County Business District were shared. Morgan County Business District has a marketing campaign running for only Morgan County.

Miller County Business District – Merlyn Vandervort – the first annual Miller County Business District Fall Crawl took place this past weekend, November 4, 2023. The event was a success with 16 venues participating. Information was obtained from some Fall Crawl participants where five different states were represented.

Municipalities and Chamber of Commerce Updates

With no one in attendance from the municipalities or chamber of commerce, there are no updates.

Executive Director Report

An overview of the Executive Director report was discussed. Lagina Fitzpatrick highlighted a few recent items; TCLA will be taking over organizing the Lake of the Ozarks Mardi Gras Pub Crawl set for February 17, 2024; work is being done on the Lake of the Ozarks Christmas Parade, Lagina is co-chair for the third year; influencers were in the Lake Area last weekend, they stayed at The Resort at the Lake of the Ozarks; Co-op Q1 has been completed and ready to be submitted; an extra three ad spots were offered from Chief's Radio with no additional cost.

CVB Report

Eric Homan sat in for Heather Brown; the 2024 Vacation Guide sales are completed with proofing and adding the events for 2024 are the only tasks to be done before going to the printer this week; the fall Harbor Hop had weather issues, however there was still over 1,500 hoppers for the event; BikeFest sold 1,111 passports with three motorcycles to be given away, the most ever sold; the CVB staff is getting ready for the boat/sports/travel shows that will take place at the beginning of 2024.

Public Relations Update

Marjorie Beenders and Jo Duncan with Beenders Walker Group were in attendance and gave an update of the different conferences and events that have been attended with travel writers from around the country to discuss visiting the Lake of the Ozarks. Over the course of this year, work has been done with several lodging facilities to have journalist visit the area and write stories about the Lake. Currently there are three travel/outdoor writers at the Lake.

Group Sales

Jen West gave a brief breakdown of the Group Sales report in the packet that covers August 1 to October 31. Lance Utley stated that it was nice to see an increase in the number of corporate groups RFP's. Lagina Fitzpatrick stated that after Covid had shut down some areas, more requests were coming into this area.

Sports Tourism Committee

Lagina Fitzpatrick explained her hope of what a Sports Tourism Committee can bring to the Lake area and what she would like to see happen. Lagina stated that she would like to have other funding options for sporting events at the Lake besides it falling to the Business Districts. The Sports Tourism Committee will be separate from TCLA with a separate bank account and officers on the board. Lagina introduced Jon Schmieder with Huddle Up Group, LLC, who is here to speak at the first meeting of the Sports Tourism Committee taking place at 10:30 a.m. today, Wednesday, November 8, 2023.

Old Business

- A. Other Old Business – None at this time.

New Business

- A. Other New Business – Lagina Fitzpatrick reminded the board that the election for the Camden County TCLA board seat is up for election and will take place at the annual meeting scheduled March 21, 2024,

per the bylaws unless the meeting needs to be scheduled differently. Information will need to go out 45 days prior to the scheduled meeting.

Future Meetings

Per bylaws, TCLA board meetings are to take place quarterly with the annual meeting taking place the third Thursday in March. The suggested meeting times were:

January 10, 2024, March 21, 2024, Annual Meeting, April 10, 2024, joint meeting with the Business Districts, August 14, 2024, and November 13, 2024, joint meeting with the Business Districts. The board members agreed to change the meeting time to 9:00 a.m. the meeting have been held at 10:00 a.m.

Adjourn

There being no further business to come before the Board, Pamela Quinn made a motion to adjourn the TCLA board meeting. Merlyn Vandervort seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 10:18 a.m.