

TRI-COUNTY LODGING ASSOCIATION

Wednesday, October 12, 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

Russell Burdette – Present

A quorum was present for a meeting.

Also present were Lagina Fitzpatrick, Nicole Kever Torres, Robin Graf, Merlyn Vandervort, Morgan Crainshaw, Eric Homan, Heather Brown, Toby Miller, Jen West, and Tracy McKinney.

CALL TO ORDER

Lance Utley called the meeting to order at 10:01 a.m.

INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Pamela Quinn made a motion to approve the October 12, 2022, TCLA Board meeting agenda. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None at this time.

APPROVAL OF MEETING MINUTES

Pamela Quinn made a motion to approve the August 10, 2022, TCLA Board meeting minutes. Russell Burdette seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Lagina Fitzpatrick stated that the Lodging Tax Collection Report through August was in the packet for FY23, lodging tax is up 4.16%. The FY22 final financial report was emailed out to the board, Lagina asked if there were any questions, there were none at this time.

BUSINESS DISTRICT REPORTS

Camden County Business District – Lance Utley reported the Camden County Advisory Board approved to fund \$12,500 for the 2023 TBF Federation National Championship that will also have the SAF Missouri High School State Championship and approved to fund \$2,500 for the 2023 Major League Fishing High School & College event, both to be held in the spring. The FY23 Marketing Plan was reviewed for the updates with the fiscal year 2022 end numbers.

Morgan County Business District – Pamela Quinn reported the Morgan County Advisory Board will meet Wednesday, October 19, 2022, at 1:00 p.m., the Advisory Board approved funding for the TBF Federation National Championship and the Major League Fishing High School and College event for

\$1,000 each. The Advisory Board passed a motion for Lagina Fitzpatrick to research the cost and feasibility of having a regular podcast at the Lake.

Miller County Business District – Russell Burdette reported the Miller County Advisory Board approved funding for the TBF Federation National Championship for \$2,000 and the Major League Fishing High School & College event for \$1,000. Russell also stated that the City of Lake Ozark is researching the possibility of repealing the rule that no short-term rentals are allowed in the city limits. If repealed, the city would issue permits to keep up with the number of short-term rentals, the issue will be discussed at the Board of Aldermen meeting on October 25, 2022.

MUNICIPALITIES AND CHAMBER OF COMMERCE UPDATES

Morgan Crainshaw, with the Lake Area Chamber, stated currently work is being done on plans for 2023 and the Annual Dinner to be held on October 27, 2022. The Mardi Gras Pub Crawl will take place next year and the busses will be included. Morgan also stated that membership benefits are being reviewed for updates and changes.

EXECUTIVE DIRECTOR REPORT

Lagina Fitzpatrick stated that the executive director report was in the packet and covered from August 4 to October 8, 2022. Lagina reported on a number of meetings and activities attended during the timeframe. Lagina also stated that at the Governor’s Conference, Missouri Department of Tourism Director Stephen Foutes hinted that FY24 Co-op budget amount will return to \$225,000 after increasing this fiscal year to \$450,000.

CVB UPDATE

Heather Brown stated the CVB executive director report was in the packet. Heather gave a brief report of meetings and activities attended. Heather stated that ad sales for the 2023 Vacation Guide was finishing up, still working on final numbers for BikeFest, and the Fall Harbor Hop had 1968 hoppers for the day.

PUBLIC RELATIONS UPDATE

Lagina Fitzpatrick reported that currently content stories are being discussed. The subjects for the content stories are family adventures, girl’s getaway, outdoors, music, foodie, and fishing. The cost of an influencer has increased; however, work is being done to have an influencer visit the Lake.

GROUP SALES

Jen West shared information from the Group Sales report covering August to October 8, 2022. Jen also discussed the conferences and events she has attended and will be attending in the coming months.

COMMITTEE REPORTS

- A. Fishing Committee – Bill Morgan, Chair – Lagina Fitzpatrick stated that there are several big tournaments scheduled for next year, the fishing committee is excited to have at the Lake. The fishing committee would like to have more high school and college events to support due to this being the future of fishing.
- B. Budget Committee – Pamela Quinn, Chair – Pamela Quinn reported the FY22 final financial report has been received and reviewed, however there is nothing to report regarding the budget at this time.
- C. Employee Performance Review – TCLA Board – Lance Utley stated there is nothing

new to report at this time.

- D. Marketing/Website Committee Report – Lance Utley, Chair – Lance Utley stated the next TCLA Marketing Committee meeting is scheduled for Monday, November 14, 2022, at 10:00 a.m. Eric Homan discussed the Website Reports that were provided in the packet. The reports from this point forward will cover a quarter versus monthly. Eric reported the numbers for online website visits and the online Vacation Guide were up for the 1st quarter of FY23. Eric also reported the Facebook Vacation Guide requests were up with requests for 200-300 per week. Lagina Fitzpatrick reviewed the year end FY22 Madden Media Marketing Recap. Lagina stated these reports are great for us to review and see how everything is performing. Pandora numbers were down so the balance of those funds were able to be shifted to Spotify. Lagina also reported that MO Division of Tourism is not allowing any DMO to coop Responsive Ads. The FY23 marketing budget was approved with \$20,000 to try responsive ads with McDaniel's. \$10,000 was used for a fall campaign. Lagina provided a September report of that campaign that is performing well. At the November marketing meeting the Marketing Committee will review and decide if we should use the additional \$10,000 for a spring/summer campaign.

OLD BUSINESS

- A. CVB Board Appointments – Lance Utley stated that Skip Klinger with Missouri Trapshooters Association was asked to fill the medium seat for the CVB Board with TCLA Board approval. Pam Quinn made a motion to appoint Skip Klinger as the CVB Board Appointment for the medium seat. Russell Burdette seconded the motion. The motion passed unanimously.
- B. Other Old Business – None at this time

NEW BUSINESS

- A. Set Future Meeting Dates – Lance Utley suggested the dates for February 8, May 10, August 9, and November 8, 2023, at 10:00 a.m., there were no objections at this time.
- B. Other New Business – Russell Burdette reported that Lakeview Resort has been sold to Gary Prewitt with the plans to convert to an RV Park. Russell stated that there have been several people that has contacted him about the change and are not happy with the loss of a resort to an RV Park. Russell also stated that there is concern about the road that leads to the property and not being able to manage the larger vehicles and campers.

FUTURE MEETINGS

TCLA Advisory Board Meeting scheduled for Wednesday, February 8, 2023, at 10:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, May 10, 2023, at 10:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, August 9, 2023, at 10:00 a.m.

TCLA Advisory Board Meeting scheduled for Wednesday, November 8, 2023, at 10:00 a.m.

ADJOURN

There being no further business to come before the Board, Russell Burdette made a motion to adjourn the TCLA board meeting. Lance Utley seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 10:57 a.m.