

## TRI-COUNTY LODGING ASSOCIATION

Thursday, October 22, 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  
Don Neuharth  
Fred Dehner  
Jen Morgan  
Brian Nivert  
Sue Westenhaver  
Michael Spriggs

### **TCLA Board Members Absent:**

Carmen Larison  
Mark Krantz  
Nicole Kever Torres

### **Non-Voting Advisors Absent:**

Presiding Commissioner Tony Stephens  
Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Eric Homan, Rebecca Rupard, Linda Stevens, James Gohagen, Laura Salamun, and Gail Griswold.

### **APPROVAL OF AGENDA**

Sue Westenhaver requested the closed session be moved to agenda item 14. Don Neuharth made a motion to approve the Agenda with the suggested change. Brian Nivert seconded the motion. The motion passed unanimously.

**PUBLIC COMMENTS** – At this time Chairman Sue Westenhaver presented Rebecca Rupard with an appreciation gift for her seventeen (17) year work anniversary with TCLA. James Gohagen requested an update on the new website. Eric Homan was present to assist in answering any questions regarding the new website which is set to launch January 11, 2021.

### **MINUTES**

Michael Spriggs made a motion to approve the September 24, 2020, TCLA Board meeting minutes. Don Neuharth seconded the motion. The motion passed unanimously.

### **BILLS COMMITTEE REPORT**

Don Neuharth made a motion to approve Bill #291. Brian Nivert seconded the motion. The motion passed unanimously.

### **FINANCIAL REPORT**

Lagina Fitzpatrick reported lodging tax collections for Camden County, July, August and September totals \$687,776. Miller County lodging tax collections total July is \$36,986.62. Morgan County lodging tax collections total for July and August is \$26,120.02.

**LEGISLATIVE REPORT** – Mark Krantz, Chair –No report was given at this time.

**Group Sales** – Lagina Fitzpatrick, Director of Group Sales, provided a report in the packets of group sales activities for the past month. Ms. Fitzpatrick reported she had recently been assisting Ballparks National entertaining lodging rates for upcoming tournaments in 2021.

**Special Events Committee** – Russell Burdette, Chair –No report given at this time.

**Fishing Tournament Committee** – Bill Morgan, Chair –Reported announced a Fishing Tournament committee meeting would take place on October 28, 2020 at 10:00 am at the TCLA/CVB offices in Osage Beach.

**Advertising/Budget/Public Relations** – Michael Spriggs, Chair Lagina Fitzpatrick gave an update on the Show Me Strong CARES Act Funding reimbursements, FY2020 4<sup>th</sup> quarter reimbursement, and the Camden County CARES Act Funding application.

**Employee Performance Review** – No report was given at this time.

**Website Committee Report** – Jen Morgan, Chair- Eric Homan gave a status update on the funlake.com website rebuild. The expected launch date Is January 11, 2021. Mr. Homan also updated the board on

**Marketing/Advertising Committee** – Jen Morgan, Chair – This Committee would soon plan a meeting to discuss advertising opportunities through the newly offered grant funds from the Missouri Division of Tourism.

**Public Relations** Rebecca Rupard reported that an outdoor writer recently requested accommodations for Labor Day weekend in order to write 2 or 3 stories about the Lake of the Ozarks being open for business. Unfortunately, availability for a holiday weekend is minimal so Ms. Rupard will continue to discuss options for other weekends for him to visit.

**CVB Update** - Tim Jacobsen spoke to the Board about the recent digital version of the Restaurant Guide, indicated that sales were currently taking place for the 2021 printed Vacation Guide and membership. Mr. Jacobsen informed the Board that the CVB Annual Dinner and Harbor Hop had been canceled. Mr. Jacobsen indicated that he expected an announcement to be made soon on a new development which will feature an attraction and lodging in the Lake Ozark area. The focus of this development will be family entertainment.

**OLD BUSINESS** – None at this time.

**NEW BUSINESS** – None at this time.

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

Thursday, August 27, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

Thursday, September 24, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Mark Krantz made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 10:51 a.m.