

TRI-COUNTY LODGING ASSOCIATION

Thursday, October 28, 2021

The Tri-County Lodging Association is scheduled to meet at 10:30 a.m. at the TCLA/CVB Offices, 985 KK Drive, Osage Beach, Camden County, Missouri.

TCLA Board Members Present:

Russell Burdette
Don Neuharth
Brian Nivert
Sue Pierce
Jen Morgan
Gena Aldrich
Kay Samuelson

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres
Fred Dehner

Non-Voting Advisors Present

Presiding Commissioner Greg Hasty

Non-Voting Advisory Absent

Presiding Commissioner Tom Wright
Presiding Commissioner Tony Stephens

Also, present were Lagina Fitzpatrick, Heather Brown, Tracy McKinney, Bruce Vanderveld and Pam Drake.

CALL TO ORDER

Chairman Sue Pierce called the meeting to order at 9:56 a.m. Note; a quorum was present, and the meeting was called to order early based on the conclusion of Business District Meetings.

BOARD, STAFF & GUEST INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Sue Pierce suggested the change of the financials to be moved down the agenda due to the TCLA Meeting starting early and account Bruce Vanderveld not present at the start of the meeting. Don Neuharth made a motion to approve the October 28, 2021, TCLA Board meeting agenda with the noted change. Russell Burdette seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

None at this time.

MINUTES

Don Neuharth made a motion to approve the September 23, 2021, TCLA Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

BUSINESS DISTRICT REPORTS

Don Neuharth reported for the Camden County Business District, in the Camden County Business District meeting the Funding Disbursement Report #301 was approved, short review of Civitas, and voted in favor to send the Camden County Business District By-Laws to attorney Marc Ellinger to review for suggested changes and delete "Non-Profit" per judgement from the pending lawsuit. Sue Pierce updated the board regarding Nicole Kever Torres' son, at this time the board will wait until

services are announced. Don Neuharth also stated the conflict-of-interest report that should be filed with the Missouri Ethics Commission is still being reviewed by Marc Ellinger.

Russell Burdette reported for the Miller County Business District, Miller County Presiding Commissioner Tom Wright stated at the meeting that a group from the Osage Nation Indian Tribe had purchased the location at Bagnell Dam Blvd and Highway 54, Quality Inn and Suite, and is building a casino with the possible addition of a hotel. Sue Pierce stated, she thought that a casino had to be on the water, Russell Burdette informed the board that Indian casinos can be anywhere.

Brian Nivert reported for Morgan County Business District, there is a meeting planned for 3:00 p.m. today. Sue Pierce stated that Morgan County Commission had voted earlier this week to approve TCLA as the DMO for Morgan County, with this vote, all three counties had approved to re-certify TCLA the DMO for the next five years.

LEGISLATIVE REPORT

Brian Nivert, Legislative Chair; nothing at this time to report. Camden County Presiding Commissioner Greg Hasty reported that he was thankful that all three counties came together for the approval of TCLA to be the DMO and stated what an incredible job everyone is doing.

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales –Kay Samuelson, Group Sales Co-Chair deferred to Lagina Fitzpatrick who stated the Group Sales report is in the packet. Lagina stated that she was still in search of a group salesperson, Russell Burdette asked if the group sales leads are more helpful to the small category due to the medium and large category usually having staff for group sales. Kay Samuelson answered yes, she appreciates the leads and support, however they do receive several that do not go through the RFP process. Gena Aldrich stated it does not help, group leads that she has received from group sales do not follow through and finds it to be a waste of time that she has stopped responding to them. Kay Samuelson did add that since the pandemic, there are changes to how groups are requesting information and how the property handles the group.

Event Committee - Russell Burdette, Event Committee Chair; nothing at this time.

Fishing Tournament Committee – Bill Morgan, Fishing Tournament Committee Chair; Lagina Fitzpatrick reported for Bill Morgan, nothing at this time.

Budget Committee – Fred Dehner, Budget Committee Chair; Sue Pierce reported for Fred Dehner, nothing at this time

Employee Performance Review – Don Neuharth, Employee Performance Review Chair, nothing at this time to report.

Website Committee Report – Jen Morgan, Website Committee Chair, deferred to Heather Brown, web reports are in the packet, website traffic is still down, however Vacation Guide and Restaurant Guide views are higher. Heather reported that Eric Homan has been in contact with McDaniels to clean up some items on the new website.

Marketing Committee - Jen Morgan, Marketing Committee Chair, deferred to Lagina Fitzpatrick. Lagina reported that since the pandemic there were more people visiting from outside the eight-hour drive distance that we usually market. Lagina mentioned the final season of ‘Ozarks’ will be

released Friday, January 21, 2022, with 14 total episodes, 7 episodes on that day with a pause for the other 7 episodes to be aired at a later date, and she is working with the Missouri Department of Tourism on an event to draw people to the area for the premiere. Lagina also explained The Gift of Travel, a portal on 32 Auction will be set up for guests to purchase gift certificates from participating lodging facilities for a set dollar amount, this is to help in the off season for lodging facilities, it will be limited to off season stays unless the property would like to use it during the summer season. The cost of the auction platform will be paid out of the TCLA PR line.

EXECUTIVE DIRECTOR/PUBLIC RELATIONS

Lagina Fitzpatrick reported she is co-chairing the Lake of the Ozarks Christmas parade on December 11, 2022; attended the Governor's Conference, there were approximately 150 people in attendance; working on Q1 COOP reimbursement; with the help of Tracy McKinney, set up a new Funding Request spreadsheet; working with Eric Homan on the TCLA website where all the Business Districts will have their own landing pages; will be starting on the FY23 Business Coop Program; Beenders-Walker Group has been working on a Crisis Management Plan and when completed will share the information.

FINANCIALS

Bruce Vanderveld reported the financials are in the packet, there is an error in the Lodging Collections Report due to one of the large properties sending a payment from May of FY21 in September, Bruce will work on and have the report corrected. Bruce also reported the FY21 audit is ongoing, and Graves and Associates CPA will have the audit complete by the end of the year. Russell Burdette stated that two properties were lost for long-term rentals and one closed. Russell inquired regarding the company, Granicus, that Lagina has been in contact with regarding the properties that are not collecting and remitting lodging taxes, how much would be added if the properties were collecting. Lagina stated the numbers on Granicus original presentation were incorrect due to the information containing all Lake area properties and not in the five-mile radius from the Lake, however the amount could be close to \$1.1 million dollars. Gena Aldrich asked if it was possible to know the percentage of taxes that were paid from VRBO or Airbnb rentals, at this time it would not be possible to get a good number.

CVB UPDATE

Heather Brown gave an update on the CVB, finalizing the 2022 Vacation Guide and will start the digital ad sales next week until the end of the year; online holiday auction will start November 29; LOREDC is hosting a Workforce Roundtable at Margaritaville Lake Resort on Friday, November 12, it is free to attend with breakfast included, registration is required; meeting with MACVB monthly working, a flyer was created to address how Covid effected tourism in the state; at this time there will be approximately six boat shows that will be attended by the staff of the CVB, more information will be given as the information is available; Eagle Days will be January 8, 2022, it has been moved to a one day event, however it is a popular event that draws visitors in. Sue Pierce asked if Capital Days will still be happening, at this time there is no information if it will happen or to what extent.

NEW BUSINESS

(A.) Civitas Recommendations Review – Lagina Fitzpatrick explained at the Civitas presentation by John Lambeth, the three options were made regarding the merger of TCLA/CVB. Those three options are merge into one new non-profit organization like Visit Lake of the Ozark, continue with two organizations and have one unified staff or continue with two organizations and two staffs

working cohesively together. Lagina and Heather are gathering information regarding a shared mission statement, a Destination Master Plan and additional revenue stream options.

(B.) TCLA Custodian of Record – Sue Pierce stated at the Business District meetings for Camden County and Miller County, it was approved to remove Linda Stevens and add Tracy McKinney as custodian of record. TCLA needs to approve to have the change of custodian of record, Jen Morgan motioned to add Tracy McKinney as custodian of record for TCLA. Russell Burdette seconded the motion. The motion passed unanimously.

(C.) TCLA By-Laws Review/Amendment(s) – At 11:14 a.m. Russell Burdette made a motion to go into closed session under RSMo. 610.021 (1) – Legal actions, causes of action or litigation involving public governmental body and any confidential or privileged communications between a public governmental body or its representatives and its attorneys. Kay Samuelson seconded the motion. A roll call vote was taken; Russell Burdette – yes; Gena Aldrich – yes; Jen Morgan – yes; Brian Nivert – yes; Kay Samuelson – yes; Sue Pierce – yes. Nicole Kever-Torres, Carmen Larison and Fred Dehner were absent. The motion passed.

At 11:53 a.m. a motion was made by Russell Burdette to come out closed session. Brian Nivert seconded the motion. A roll call vote was taken; Russell Burdette – yes; Gena Aldrich – yes; Jen Morgan – yes; Brian Nivert – yes; Kay Samuelson – yes; Sue Pierce – yes. Nicole Kever-Torres, Carmen Larison and Fred Dehner were absent. The motion passed.

OLD BUSINESS

(A.) Old Business – No Old Business at this time

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

TCLA Board Meeting is scheduled for Friday, December 3, 2021, approximately at 10:30 a.m.

There being no further business to come before the Board, Jen Morgan made a motion to adjourn the TCLA board meeting. Russell Burdette seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 11:54 a.m.