

TRI-COUNTY LODGING ASSOCIATION

Thursday, September 24, 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
Jim Cleary
Fred Dehner
Mark Krantz
Jen Morgan
Don Neuharth
Brian Nivert
Michael Spriggs
Sue Westenhaver

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres

Non-Voting Advisors Absent:

Presiding Commissioner Tony Stephens
Presiding Commissioner Tom Wright

Also present were Tim Jacobsen, Lagina Fitzpatrick, Rebecca Rupard, Laura Salamun, Mayor John Olivarri, Eric Homan, Bill Morgan, and Bruce Vanderveld.

CALL TO ORDER The meeting was called to order at 9:05 a.m.

APPROVAL OF AGENDA

Michael Spriggs made a motion to approve the Agenda. Brian Nivert seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS – None at this time.

MINUTES

Mark Krantz made a motion to approve the July 23, 2020, TCLA Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

BILLS COMMITTEE REPORT

Bills #289 and #290 were presented for review.

Michael Spriggs says that he was asked by a constituent about cell phone reimbursements for staff, specifically for the Director of Group Sales. Lagina Fitzpatrick indicated that the reimbursement was higher in the past, and over time has been decreased. She explained that most of her business/clients contact her via cell, and her phone also has a 'hotspot' so she can access the internet while traveling. Many of the lodging facilities still charge a daily fee for Wi-Fi connections, the addition of the 'hotspot' to her account saves having to pay the additional fees.

A discussion was held regarding legal fees for TCLA and the Business Districts. Michael Spriggs inquired about the legal fees incurred by Ellinger & Associates regarding coverage for legal expenses by the insurance carrier. Rebecca Rupard explained that the Directors and Officers liability insurance coverage only covered the representation they appointed. She added that Ellinger & Associates have made themselves available to the attorneys

representing the Camden and Miller Business District in litigation, but the insurance coverage does not apply to Ellinger & Associates fees. She explained that it was in the best interest of the Business Districts for the appointed attorneys to counsel with Ellinger & Associates for their historical perspective and understanding of the legal issues in question.

At this time Michael Spriggs made a motion that the Business Districts be billed separately for accounting services. Russell Burdette seconded the motion. During discussion, Bruce Vanderveld was consulted on the logistics of this request. When a vote was called, this motion passed with majority voting in favor. Dissenting votes were cast by Jen Morgan and Jim Cleary.

FINANCIAL REPORT

A lodging tax collection report was included in packets for review. This report reflects lodging tax collections through June 2020.

LEGISLATIVE REPORT – Mark Krantz, Chair – Mark Krantz shared news that Governor & First Lady Parson had tested positive for COVID-19.

Mayor Olivarri reported on several items for the City of Osage Beach. Bob O'Steen has been appointed to fill a vacated Alderman seat through April 2021. A medical marijuana dispensary license has been issued in Osage Beach. The Backwater Jack's proposed amphitheater has passed through one (1) reading before the Board of Aldermen and will be proposed for a second reading on October 1, 2020. The annual leaf pickup within the City will begin in November. A managed deer hunt within the City limits has already begun. The new McDonald's on State Road KK is tentatively scheduled to open in October. Finally, Mayor Olivarri reported that sales taxes through the month of September are up over 2% in 2020 compared to 2019.

Tim Jacobsen reported on behalf of the Lake of the Ozarks Regional Economic Development Council that a proposed development on the corner of HH and Business 54 has been canceled at this time. Also mentioned was the opening of Ballparks National in Mack's Creek. Lagina Fitzpatrick spoke about the facility regarding tournament bookings and lodging options.

At this time Mr. Jacobsen was asked about the recent Bike Fest event. He indicated that 872 passports were sold for this event which is a 15% increase over 2019. The event drew thousands of motorcycle enthusiasts with relatively few issues to report.

GROUP SALES – Lagina Fitzpatrick, Director of Group Sales, provided a report in the packets of group sales activities for the past month. Ms. Fitzpatrick was happy to report that she is scheduled to travel to a group tradeshow in October. She is working with the CVB art department on creating a marketing piece to utilize for upcoming shows. Ms. Fitzpatrick also reported on the recent Grand American Shoot. The organizers estimate that over 4,000 people were on the Missouri Trapshooters Association grounds each day. There were 1959 registered shooters, which does not include the youth participants. Over 45 different states were represented as well. While it is not likely this event will permanently relocate to the Lake of the Ozarks, it is possible they might be open to returning sometime in the future.

SPECIAL EVENTS COMMITTEE – Russell Burdette, Chair – No report was given at this time.

FISHING TOURNAMENT COMMITTEE – Bill Morgan, Chair – Bill Morgan indicated that he is hoping that funding requests/information for fishing tournaments would still be accepted. He added that if funding were not available, he would be available to seek other funding sources if needed.

BUDGET COMMITTEE– Michael Spriggs, Chair – A discussion was held regarding an updated FY21 TCLA Budget with changes. Lagina Fitzpatrick explained updates to this budget based on several items which include funds offered through the Missouri Division of Tourism in conjunction with the Cares Act Federal funds, proposed reduction in funds for services from the Convention & Visitor Bureau, decreased funds for digital marketing with Madden Media, and fund requested from Camden County to cover various expenses pertaining to mortgage and utilities. Michael Spriggs asked about getting a breakdown of the new website costs. Eric Homan explained many items regarding the rebuild and will provide the information as requested. Michael Spriggs made a motion to approve the revised FY21 TCLA Budget produced on 8/27/2020. Don Neuharth seconded the motion. The motion passed unanimously.

EMPLOYEE PERFORMANCE REVIEW – Sue Westenhaver reminded the Board that Bruce Vanderveld provides one (1) hour each month at no charge to attend TCLA Board meetings. Also, she mentioned that Russell Burdette serves as Vice-Chairman of the TCLA Board and has for multiple years.

WEBSITE COMMITTEE – Jen Morgan, Chair – Eric Homan covered information contained in the web report in the TCLA Board packets. He updated the Board on the status of the website rebuild, indicating that currently the project is still on schedule to launch the new website on January 11, 2021. Michael Spriggs had questions regarding the reach of social media posts, Mr. Homan provided an explanation of the difference in numbers between two (2) different reports.

MARKETING/ADVERTISING COMMITTEE – Jen Morgan, Chair – Jen Morgan commended Lagina Fitzpatrick for doing a great job with the marketing and advertising decisions and invited anyone else on the Board to join this Committee if interested.

PUBLIC RELATIONS Rebecca Rupard reported that a luxury golf and travel writer is scheduled to visit the Lake of the Ozarks in October. Fortunately, the Lake of the Ozarks Golf Council, in conjunction with The Beenders-Walker Group, is assisting with this writer's itinerary and visit.

CVB UPDATE - Tim Jacobsen spoke to the Board about several topics. He mentioned that the CVB has experienced a 15% reduction in membership. He also covered several recent, successful events including Lake of the Ozarks Shootout, Lake of the Ozarks Air Show, Magic Dragon Street Meet Car Show, and Lake of the Ozarks Bike Fest. Mr. Jacobsen added that the CVB was working on a plan to collaborate with local media partners for a campaign to thank the visitors for choosing the Lake of the Ozarks to visit.

OLD BUSINESS – Michael Spriggs inquired about the status of the delinquency of payments from Morgan County. Rebecca Rupard indicated that TCLA would need to decide if they wish to pursue the delinquent payments. She added that doing so at this time would incur additional legal fees, in addition to those being incurred for litigation currently. No action was taken.

NEW BUSINESS – Michael Spriggs inquired about attendance at Board meetings. He felt that in the past it had been approved that after missing a certain number of meetings, a Board member would be asked to step down their position on the Board. He and Rebecca Rupard are going to research to see if a motion was made regarding attendance.

FUTURE MEETING DATES – Upcoming TCLA and Business District meeting dates are as follows:

Thursday, October 22, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

Thursday, December 10, 2020, at 9:00 a.m. at the TCLA/CVB Offices.

There being no further business to come before the Board, Jim Cleary made a motion to adjourn the TCLA board meeting. Michael Spriggs seconded the motion. The motion passed unanimously. The TCLA board meeting ended at 11:24 a.m.