

TRI-COUNTY LODGING ASSOCIATION

Thursday, September 23, 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
Fred Dehner
Gena Aldrich
Kay Samuelson

TCLA Board Members Absent:

Carmen Larison
Nicole Kever Torres
Jen Morgan

Non-Voting Advisors Absent

Presiding Commissioner Tony Stephens
Presiding Commissioner Tom Wright
Presiding Commissioner Greg Hasty

Also, present were Lagina Fitzpatrick, Eric Homan, Heather Brown, Tracy McKinney, Laura Salamun, and Sonia Isle.

CALL TO ORDER

Chairman Sue Pierce called the meeting to order at 11:34 a.m.

BOARD, STAFF & GUEST INTRODUCTIONS

Introductions were made by all meeting attendees.

APPROVAL OF AGENDA

Don Neuharth made a motion to approve the September 23, 2021, TCLA Board meeting agenda. Fred Dehner seconded the motion. The motion passed unanimously.

PUBLIC COMMENTS

MINUTES

Brian Nivert made a motion to approve the August 26, 2021, TCLA Board meeting minutes. Sue Pierce seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Lagina Fitzpatrick reported that the Financial Report was in the packet, we are now into FY22, July is 17.92% over last year.

BUSINESS DISTRICT REPORTS

Don Neuharth reported for the Camden County Business District, nothing at this time.

Russell Burdette reported for the Miller County Business District, at the September 20, 2021, meeting \$1,000 was funded for MLF College and High School Event.

Brian Nivert reported for Morgan County Business District, next meeting will be September 28, 2021, at Bass Point Resort.

LEGISLATIVE REPORT

Brian Nivert, Legislative Chair; nothing at this time to report

COMMITTEE ASSIGNMENTS AND REPORTS

Group Sales – Lagina Fitzpatrick stated the Group Sales report is in the packet. The dates have been set for the MLF Fishing Tournament in April 2022.

Event Committee - Russell Burdette, Event Committee Chair; Russell asked Heather Brown regarding the attendance of BikeFest 2021. Heather Brown stated due to the event just being last week, the count has not been concluded at this time, however there was a higher number of Passports sold this year. The event went well with little issues.

Fishing Tournament Committee – Bill Morgan, Fishing Tournament Committee Chair; Lagina Fitzpatrick stated Fishing for Sight was this past weekend. The Fall 2021 Big Bass Bash will be October 2 – 3, 2021.

Budget Committee – Fred Dehner, Budget Committee Chair; nothing at this time to report.

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

Marketing Committee - Jen Morgan, Marketing Committee Chair, nothing at this time to report

Website Committee Report – Eric Homan stated the reports are in the packet, website numbers are consistence for the year, still slightly down, however engagement and Facebook leads are up.

EXCUTIVE DIRECTOR/PUBLIC RELATIONS

Lagina Fitzpatrick reported this has been a busy week with MO Life TV crew filming Monday, Tuesday, and Wednesday of this week obtaining great video of The Lake area, also an influencer couple had been at The Lake enjoying outdoor activities Sunday, Monday, and Tuesday. The Job Fair that was scheduled for September 14, 2021 was not attended by TCLA personal due to the lack of response with such short notice, some properties had already planned to attend, although there had been positive feedback from properties to pursue in the Spring months.

CVB UPDATE

Heather Brown gave an update on the CVB, the 2022 Vacation Guide will be wrapped up within 30 days; the Restaurant Guide cover shot has been decided; a wellness video is being worked on. Heather also stated the Executive Committee has approved the 2022 Boat Show list and will be made available soon. The CVB van took part in the 200th Missouri Birthday Parade Celebration in Jefferson City and the Fall Harbor Hop will be October 9, 2021.

NEW BUSINESS

No new business at this time.

OLD BUSINESS

At 11:55 a.m. Sue Pierce made the motion to go into closed session RSMo. Section 610.021(3) Hiring, firing, disciplining, or promoting of employees by a public governmental body when

personal information about the employee is discussed or recorded. Russell Burdette seconded the motion. A roll call vote was taken; Gena Aldrich – yes, Brian Nivert – yes, Kay Samuelson – yes, Fred Dehner – yes, Russell Burdette – yes, Sue Pierce – yes. The motion passed.

At 12:02 a.m. a motion was made by Sue Pierce to come out of closed session. Russell Burdette seconded the motion. A roll call vote was taken; Gena Aldrich – yes, Kay Samuelson – yes, Russell Burdette – yes, Fred Dehner – yes, Sue Pierce – yes, Brian Nivert – yes. The motion passed.

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

TCLA Board Meeting is scheduled for Thursday, October 28th approximately at 10:30 a.m.

There being no further business to come before the Board, Gena Aldrich made a motion to adjourn the TCLA board meeting. Brian Nivert seconded the motion. The motion passed unanimously. The TCLA board meeting adjourned at 12:07 p.m.