

Tri-County Lodging Association Special Meeting
TUESDAY, MAY 12, 2020
TCLA/CVB OFFICE – 985 KK DRIVE, OSAGE BEACH, MO - CAMDEN COUNTY

1. CALL TO ORDER

Chairwoman Sue Westenhaver called the TCLA Special Meeting to order at 12:06 p.m.

Advisory Board members in attendance were Russell Burdette, Fred Dehner, Mark Krantz, Carmen Larison, Don Neuharth, Michael Spriggs, Lance Utley, and Sue Westenhaver. Rebecca Rupard, TCLA staff member, also attended this meeting.

2. APPROVAL OF THE AGENDA

Fred Dehner made a motion to approve the agenda as presented. Don Neuharth seconded the motion. The motion passed unanimously.

3. NEW BUSINESS

Don Neuharth moved to close the meeting at 12:08 p.m. pursuant to RSMo. Section 610.021 (1) Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives and its attorneys. Mark Krantz seconded the motion. The following roll call was taken to close the meeting: “Ayes”: Russell Burdette, Fred Dehner, Mark Krantz, Carmen Larison, Don Neuharth, Michael Spriggs, Lance Utley, Sue Westenhaver. Absent – Jim Cleary.

Michael Spriggs moved to open the meeting at 12:28 p.m. Russell Burdette seconded the motion. The following roll call vote was taken to open the meeting: “Ayes”: Russell Burdette, Fred Dehner, Mark Krantz, Carmen Larison, Don Neuharth, Michael Spriggs, Lance Utley, Sue Westenhaver. Absent – Jim Cleary. The meeting was reopened at 12:28 p.m.

4. OLD BUSINESS

The Board discussed the SEM and digital advertising campaigns managed by Madden Media through the Missouri Matching Grant Program. After a discussion on the amount of funds to utilize to for the remainder of FY20, Michael Spriggs made a motion to approve funds up to \$25,000.00 to continue the SEM and digital advertising campaigns through June 30, 2020. Fred Dehner seconded the motion. The motion passed unanimously. During the discussion phase, Carmen Larison noted that she would like to see billboard advertising utilized in the Kansas City market.

In addition, Michael Spriggs made a motion to make the remaining Matching Marketing Grant Program funds available to community partners. Fred Dehner seconded the motion. The motion passed unanimously.

At this time Carmen Larison made a motion that the TCLA website be updated to remove the section that states that Board meetings rotate between Camden, Miller, and Morgan Counties. Also, she requested that Brian Nivert be removed as a ‘Non-Voting Advisor’ for the Lake of the Ozarks Area Business District of Morgan County. Michael Spriggs seconded the motion. When voted upon, Fred Dehner, Mark Krantz, Michael Spriggs, Lance Utley, and Sue Westenhaver voted against this motion. Carmen Larison voted in favor. The motion fails with the majority voting in opposition.

5. ADJOURN

There being no further business to discuss, Michael Spriggs made a motion to adjourn. Fred Dehner seconded the motion. The motion passed unanimously. The meeting adjourned at 12:45 p.m.