

Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting

Thursday, April 25, 2024, at 1:00 p.m.

TCLA/CVB Office – 985 KK Drive, Osage Beach, MO – Camden County

1. Call To Order

Business District Chair Russell Burdette called the meeting of the Lake of the Ozarks Area Business District of Camden County Advisory Board to order at 1:23 p.m. A roll call attendance for the Advisory Board meeting was taken:

Fred Dehner – Present
Gena Aldrich – Absent
Kay Samuelson – Present

Aaron McArdle – Absent
Russell Burdette – Present
Craig Searl – Present

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Ike Skelton – Absent

A quorum was present for the meeting.

Also, present were Heather Brown and Tracy McKinney

2. Introductions

Introductions were made.

3. Approval of the Agenda

Kay Samuelson made a motion to approve the April 25, 2024, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda. Fred Dehner seconded the motion. The motion passed unanimously.

4. Public Comments

None at this time.

5. Minutes

Fred Dehner made a motion to approve the March 28, 2024, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting minutes. Craig Searl seconded the motion. The motion passed unanimously.

6. Municipalities and Chamber of Commerce Updates

Heather Brown with the Lake of the Ozarks Convention & Visitor Bureau shared there will be a celebration for the end of the toll for the Community Bridge on April 30, 2024, at 10:00 a.m. at J.B. Hooks; Spring Harbor Hop is scheduled for May 4, 2024; Ozarks Rides Rally is scheduled for May 9 – May 11, this is the first year that the Lake of the Ozarks BikeFest will be in charge and is being used to kick-off bike season; Restaurant Guide is wrapped up and will be downloaded to the printer later today or tomorrow; MoDOT will no longer have the Adopt-A-Highway program.

7. Tax Collection Report

The lodging tax collection report is through February. Camden Small is reporting an increase of 15.52% with Camden Medium down 2.13% and Camden Large down 4.44%. Combined all three counties, Camden, Miller, and Morgan are reporting an increase of 6.64%

8. New Business

(A.) Approval of the Funding Disbursement Report #330 – The Camden County Funding Disbursement Report #330 was presented, with no questions Fred Dehner made a motion to approve funding disbursement report

#330. Craig Searl seconded the motion. The motion passed unanimously. Russell Burdette asked to have a presentation at a future meeting regarding how geofencing is performing.

(B.) Sponsorship/Funding Request – After hearing the funding requests from the respected groups at the TCLA Joint meeting held April 10, 2024, a discussion was held regarding the following funding for the events:

Versailles Olde Tyme Apple Festival – The request for the Olde Tyme Apple Festival was presented for \$10,000, last year the request was for \$8,000. Camden County budgeted \$1,000 for the event. Miller County Advisory Board approved \$2,000, with Morgan County Advisory Board not meeting until May 15, 2024. Fred Dehner and Russell Burdette both agreed that the event has been taking place for several years and that a sponsorship of the event is what Camden County would like to do. Fred Dehner made a motion to approve \$1,000 to sponsor the Versailles Olde Tyme Apple Festival split evenly between Camden Small, Medium, and Large categories. Russell Burdette seconded the motion. The motion passed unanimously.

Lake of the Ozarks Shootout – The request for the Lake of the Ozarks Shootout is for \$20,000. A discussion took place regarding the amount requested and the amount that is given to charity at the end of the event. Miller County Advisory Board approve \$2,000 for sponsorship, Morgan County Advisory Board will meet May 15, 2024, to review the request. Fred Dehner made a motion to sponsor the Lake of the Ozark Shootout for \$5,000 split evenly between Camden Small, Medium, and Large categories. Craig Searl seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Council – The request for the Lake of the Ozarks Golf Council commercials is for \$20,000, the same amount as last year with an addition to areas covered. Fred Dehner inquired why the amount is the same as last year with the increase in the market area. Russell Burdette stated that the Golf Council will be covering the additional cost of the commercials. Miller County Advisory Board approved \$3,000, Morgan County Advisory Board will meet May 15, 2024, to review the request. Fred Dehner made a motion to approve \$15,000 for the Lake of the Ozarks Golf Council Commercials split between Camden Small, Medium, and Large categories, for \$5,000 each. Russell Burdette seconded the motion. The motion passed unanimously.

Magic Dragon Trails – The request for the Magic Dragon Trails was discussed, due to it being a request for the trail to be built, it was agreed to have representatives from Magic Dragon Trails to discuss the request in detail to the Camden County Advisory Board. Miller County Advisory Board approved to not fund the Magic Dragon Trails, Morgan County Advisory Board will meet May 15, 2024, to review. Fred Dehner made a motion to table the request for the Magic Dragon Trails. Russell Burdette seconded the motion. The motion passed unanimously.

Lake of the Ozarks BikeFest – The Lake of the Ozarks BikeFest request for \$10,000 was discussed. Miller County Advisory Board approved \$4,000 for Lake of the Ozarks BikeFest, Morgan County Advisory Board will meet May 15, 2024, to review the request. Russell Burdette made a motion to approve up to \$5,000 for the Lake of the Ozarks BikeFest split evenly between Camden Small, Medium, and Large categories. Fred Dehner seconded the motion. The motion passed unanimously.

(C.) Elect District Board Officers – Russell Burdette made a motion for Russell Burdette to serve as Board Chair, Craig Searl to serve as Board Secretary, and Fred Dehner to serve as Treasurer/Budget Officer. Kay Samuelson seconded the motion. The motion passed unanimously.

(D.) Other New Business – None at this time.

9. Old Business

(A.) Other Old Business – None at this time.

10. Future Dates

Camden County Advisory Board meeting is scheduled for Thursday, May 23, 2024, at 1:00 p.m.

Camden County Advisory Board meeting is scheduled for Thursday, June 27, 2024, at 1:00 p.m.

11. Adjourn

There being no further business to discuss, a motion to adjourn the meeting was made by Kay Samuelson. Fred Dehner seconded the motion. The motion passed unanimously. The meeting was adjourned at 1:58 p.m.