

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

Thursday, August 25, 2022 @ 9:00 A.M.

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

1. CALL TO ORDER

Business District President Sue Pierce called the meeting of the Lake of the Ozarks Area Business District of Camden County Advisory Board to order at 9:02 a.m. A roll-call attendance for the Advisory Board meeting was taken:

Robin Graf – Present

Gena Aldrich – Present

Fred Dehner – Present

Nicole Kever Torres – Absent

Sue Pierce – Present

Aaron McArdle – Present

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Greg Hasty – Absent

A quorum was present for the meeting.

Also present: Lagina Fitzpatrick, Heather Brown, Tricia Morris, and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Aaron McArdle made a motion to approve the August 25, 2022, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda. Gena Aldrich seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS – None at this time.

5. MINUTES – Aaron McArdle made a motion to approve the Camden County Advisory Board Meeting minutes from the July 28, 2022, meeting. Robin Graf seconded the motion. The motion passed unanimously.

6. TAX COLLECTION REPORT

Lagina Fitzpatrick presented the year end FY22 Lodging Tax Collection Report, for the first time, over \$2 million was collected by all Business Districts combined and was up 13.55% over FY21, which was a record year.

7. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #310 – the Funding Disbursement Report was presented. With no questions, Robin Graf made a motion to approve the Funding Disbursement Report #310. Aaron McArdle seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request:

Pumkin Chunkin Palooza - Tricia Morris with the Laurie/Sunrise Beach Rotary Club presented the sponsorship form requesting \$1,000, this is the fifth year for the event, and the proceeds will benefit Lake Area Industries, Share the Harvest, and West Lake Aquatic Center. Morgan County Business District funded \$350.

Lake of the Ozarks Got Talent – Tricia Morris with the Laurie/Sunrise Beach Rotary Club presented the sponsorship form requesting \$1,000, this is the second year for the event which will be held the Friday before the Pumkin Chunkin Palooza and is free to watch, however ballots will be \$20 each. There are a total of ten contestants for the competition. Morgan County Business

District funded \$350. Fred Dehner made a motion for the Camden County Business District to fund the balance of the requested total \$1,000 up to \$650 for each event, Pumpkin Chunkin Palooza and Lake of the Ozarks Got Talent, split equally between Camden County Small, Camden County Medium, and Camden County Large. Gena Aldrich seconded the motion. The motion passed unanimously.

Versailles Olde Tyme Apple Festival – Dina Dunklee with Versailles Chamber of Commerce was not able to attend, Lagina Fitzpatrick presented the sponsorship form requesting \$3,000. The event has been held since 1979 and brings overnight guests that Versailles cannot accommodate, there is a carry over to other areas of the Lake. Lagina stated that Jen West is working on a rate sheet to help with lodging for the event. Morgan County Business District funded \$2,000 and an additional \$500 for sponsored Facebook posts. Robin Graf made a motion for the Camden County Business District to fund the remaining \$1,000 split equally between Camden County Small, Camden County Medium, and Camden County Large. Aaron McArdle seconded the motion. The motion passed unanimously.

Fishing for Sight Tournament – Lagina Fitzpatrick presented the sponsorship form requesting \$6,000, explaining it is for the cost of the tent and chairs used for the event. In the past, the event was funded from the TCLA budget and last year was funded out of the Group Sales budget. Since Covid, the event has moved from the weekend after the spring Big Bass Bash to the fall and is scheduled for the weekend of BikeFest, Fred Dehner and Gena Aldrich agreed this could be an issue with lodging and would like to see it on a different weekend with no other large event. Lagina explained that the weekend in 2023 a MLF event has booked and would not work that weekend any longer. Fred Dehner also stated that he felt that it was a large amount for the event. Lagina stated the event hosted meals on Friday and Saturday night by the Lion's Club, that required the tent and chairs. The event had been held at Truman Lake for 25 years and moved to the Lake in 2017 and has been funded since as was part of the deal for the event to move to the Lake. Fred Dehner made a motion to fund \$3,000 split equally between Camden County Small, Camden County Medium, and Camden County Large. Sue Pierce seconded the motion. The motion passed unanimously.

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

8. OLD BUSINESS

(A.) Marketing Update – Lagina Fitzpatrick shared that the Columbia CVB Executive Director, Amy Schneider, was in contact regarding the new terminal at the airport and is offering the opportunity local Midwest Missouri locations to advertise and have events posted on monitors in the airport, this is a free service offered. Sue Pierce inquired if there is a possible upgraded service and what the cost would be, Lagina will inquire. ViewPoint with Dennis Quaid provided a few samples of the program and there were some few minor changes needed. Chiefs Radio spots have been submitted and will be aired on eight different games; there will be two 15 second ads and one 30 second ad, with all three being different. Madden Media will be at the Lake next week to meet and discuss year end FY22.

(B.) Other Old Business –

At 9:42 a.m. Fred Dehner made a motion to go into Closed Session pursuant to RSMO Section 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. Robin Graf seconded the motion. A roll call vote was taken; Gena Aldrich – yes; Fred Dehner – yes; Sue Peirce – yes; Robin Graf – yes; Aaron McArdle – yes. Nicole Kever Torres – absent. The motion passed.

Aaron McArdle left closed session at 10:10 a.m.

At 10:47 a.m. a motion was made by Robin Graf to come out of closed session. Gena Aldrich seconded the motion. A roll call vote was taken; Gena Aldrich – yes; Fred Dehner – yes; Sue Peirce – yes; Robin Graf – yes; Aaron McArdle – absent; Nicole Kever Torres – absent. The motion passed.

9. FUTURE DATES-

Advisory Board Meeting is scheduled for Thursday, September 22, 2022, at 9:00 a.m.

Advisory Board Meeting is scheduled for Thursday, October 27, 2022, at 9:00 a.m.

10. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Robin Graf. Gena Aldrich seconded the motion. The motion passed unanimously. The meeting adjourned at 10:48 a.m.