

Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting
FY24 Marketing Plan and Budget Meeting
Thursday, February 2, 2023 @ 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 9:00 a.m. A roll-call attendance for the Advisory Board meeting was taken:

Robin Graf – Present

Fred Dehner - Present

Aaron McArdle - Absent

Gena Aldrich – Present

Nicole Kever Torres - Absent

Sue Pierce – Present

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Ike Skelton - Absent

A quorum was present for the meeting.

Also present: Lagina Fitzpatrick, Heather Brown, Eric Homan, and Tracy McKinney.

2. INTRODUCTIONS

Sue Pierce stated that she had reached out to Commissioner Ike Skelton regarding the meeting, however due to a previous scheduled meeting for the County Commissioners, he might not be able to attend.

3. APPROVAL OF THE AGENDA

Fred Dehner made a motion to approve the February 2, 2023, Lake of the Ozarks Area Business District of Camden County Advisory Board Budget meeting agenda. Gena Aldrich seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS –None

5. NEW BUSINESS

(A.) FY24 Camden Business District Marketing Plan – Sue Pierce stated that a review from the FY23 Marketing Plan from last year had the Advisory Board give suggestions to the Marketing Plan that were made and then approved by the Camden County Business District Advisory Board. A review of the FY24 Marketing Plan was done, changes from the FY23 Marketing Plan were compared to the FY24 Marketing Plan with the majority of the changes being updating information and numbers that were provided from the Missouri Department of Tourism (MDT). Sue Pierce inquired if it would be possible to note that Joint Marketing includes the counties of Miller and Morgan along with Camden County, the change will be made. An additional change was the visitation by state map provided by MDT which shows the visitor percentage from states to Missouri. Sue Pierce asked if the 8 – 12-hour distance to the Lake Area increased with marketing over past years, it has increased from the past number with an increase in some marketing efforts. The digital analytics have also been updated to the current FY22 numbers provided, FY19 and FY18 were also added due to the pandemic and an increase in website traffic due to a TMZ story regarding the Lake in 2020. Fred inquired if the website traffic was getting back to a normal pace, Eric Homan stated that this year is showing strong numbers and back to a normal pace, the marketing budget with Madden Media was restructured, most marketing funds had been used for SEM in the past with FY19 being SEM only. The final change for the FY24 Marketing Plan, on

the final page in reference to members on the board, the Camden County Commissioner was added. The next TCLA Joint Marketing meeting is scheduled for March 7, 2023, at 10:00 a.m. Robin Graf from the Camden County Advisory Board serves on the committee.

(B.) FY24 Camden Business District Budget – Camden County Budget Chair Fred Dehner reviewed the FY24 Camden Business District Budget Draft. The anticipated revenue for Medium and Large are the same as actual FY22 with an increase of 10% for Small with the addition of properties from the partnership with Granicus. Fred explained that in the pending lawsuit, the judge has stated that for the budget, money should be in the bank, the suggested budget amount is lower than the actual cash position at this time. Fred explained the first section of the expenditures is operational, which will have the audit, accounting services, board insurance, and legal fees; there is a small increase in the audit and board insurance expense, however legal fees was increased due to the pending lawsuit.

Fred Dehner explained that on the Special Event Funding, he had the events that the Advisory Board supports annually and added them to the budget, it could help with knowing where the funds will be spent. A discussion was held regarding if the funds allocated for an annual event if it will be necessary for a representative for the group to present in front of the board. Lagina Fitzpatrick stated that at the scheduled TCLA/Joint Business District meeting several of the larger events that have been funded by all three Business Districts in the past, will present and be voted on at the respective Business District monthly meeting. Gena Aldrich is concerned that if the event representative does not have to present, there will be a certain casualness created, she feels that it is good to have the events budgeted for, however as stated in the forms if the request is over \$2,000, someone should present. Robin Graf stated that signature events happen every year and it is important to have funds earmarked for those events. Robin also stated that he was informed that fireworks will be increasing in price, Fred stated that he had taken that into consideration when adding the cost of fireworks to the budget for the large category, however if the amount increase is larger than budgeted, Robin will inform Fred of the amount increase to update the changes needed.

Sue Pierce inquired if a discussion should be held regarding if a sponsorship event budget should be presented if the amount is over \$2,000, Lagina Fitzpatrick stated that there are two forms, one is the sponsorship form, which is for events that have been established and does not require a budget; the other is the funding request form for new events and requires a budget for the event to be presented also. It has always been required for any request over \$2,000 to have someone present the event, it was agreed this should still be in place.

Sue Pierce stated that since the small category was the only category to fund Hot Summer Nights within the Camden County Business District, she would like to increase the amount from \$1,000 to \$2,000, Gena Aldrich agreed. Sue Pierce also stated that she feels that the small category should increase the event fireworks line to \$1,000 due to the increase cost of fireworks. Gena Aldrich agreed to increase event fireworks for the small category. Gena asked Fred what the Event Reserve was for, Fred stated that it is the amount in the budget for which any additional funding requests come in that are not already budgeted for, the funding amount would be paid from the reserve.

Fred Dehner stated that in the pending lawsuit the Business District has been taking a hit for the work that the CVB does for fulfillment each year, Fred wondered if it would be necessary for a breakdown of each item for billing purposes. Heather Brown stated that it would be difficult on some items, however she has not increased charges for items that have been added to the CVB employee's jobs. Heather stated that she has requested that the CVB employees start to make note of the time spent on jobs requested to be done on TCLA/Business Districts behalf, this will be available if needed in the future.

Fred Dehner stated that in the pending lawsuit a judgement was made to hold the lodging tax at the county collector level until May 15, 2023, or until a final judgement is reached. Fred stated on the proposed FY24 Camden Business District Budget, the bottom line currently listed shows the cash position with estimated totals from the lodging tax collections still held. Fred suggested to change the Revenues line to Estimated Revenue, however Lagina Fitzpatrick pointed out that it might not be considered a budget due to comments from the auditor, there was a question regarding the wording of past budgets and not being considered actual budgets due to Revenues being listed as Cash Position. Fred stated that the large and medium categories are on track for the same amount as last year, however small is actually up 16% and based the increase at 10%, both Sue Pierce and Gena Aldrich were in agreement at this time to keep the amount budgeted at a 10% increase, however, will revisit the increase after the funds are released.

Sue Pierce inquired why there is nothing listed under Lake of the Ozarks Shootout, in the past, the funding had gone to local media outlets, LakeTV and Benne Media. This year a new Executive Director and Assistant Executive Director will be requesting funds for the Shootout, at this time the forms have yet to be submitted and the amount is uncertain. Everyone agreed the Shootout is a great event and is important to the area, without all the correct and current information, the amount to set aside to fund is in question. Sue Pierce suggested to raise the Event Reserve in the small category to \$26,000 and remove the line for the Lake of the Ozarks Shootout as pre allotted funds at this time. Gena Aldrich agreed. The FY24 Camden Business District Proposed Budget will be corrected to reflect the changes suggested and be presented at the next Business District meeting.

Fred Dehner requested to have an updated statement every month that shows the current cash position of each category with the amount that has been collected and is being held at the county collector level, Lagina Fitzpatrick stated those reports are already provided with the funding disbursement report and the cash position report prepared by the CPA. Verbiage change on the cash position report will be requested.

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

6. OLD BUSINESS

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

7. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Gena Aldrich. Robin Graf seconded the motion. The motion passed unanimously. The meeting adjourned at 10:37 a.m.