

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

Thursday January 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 1:02 p.m. A roll call attendance for the Advisory Board meeting was taken:

Fred Dehner – Present
Gena Aldrich – Present
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 Lagina Fitzpatrick, Heather Brown, Mike Koenigsman, and Tracy McKinney.

2. Introductions

3. Approval of the Agenda

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

4. Public Comments

5. Minutes

Gena Aldrich made a motion to approve the December 7, 2023, 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 the 2024 Lake of the Ozarks Vacation Guide are in and distribution has started; the CVB staff has started attending Boat/RV shows with several more scheduled; Restaurant Guide sales have started; and the CVB Annual Dinner is scheduled for March 11, 2024, at Margaritaville.

Mike Koenigsman with the Lake West Chamber shared the Lake West Chamber of Commerce Business Expo is scheduled for March 23, 2024, from 9:00 a.m. to 4:00 p.m. Mike also shared that the local chamber will also be attending several boat/RV shows.

7. Tax Collection Report

The lodging tax collection is reporting Camden Small at an increase of 31.04%, Camden Medium at an increase of 8.09% and Camden Large down at 1.95%. Combined Camden, Miller, and Morgan County are at an increase of 13.54%, the report runs through November.

8. New Business

(A.) Approval of the Funding Disbursement Report #326 & #327 – The Camden County Funding Disbursement Reports #326 and #327 were presented, with no questions, Gena Aldrich made a motion to

approve Funding Disbursement Reports #326 and #327. Kay Samuelson seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

St. Patrick's Day Pub Crawl & Boat Parade – Mike Koenigsman with the Lake West Chamber presented the sponsorship request for the Lake West St. Patrick's Day Pub Crawl and Boat Parade. The request this year is for \$10,000, the request was already presented to the Morgan County Business District, the Advisory Board approved to fund \$5,000. The increase of the funding is due to the cost of buses increasing and the committee would like to do more marketing for the event. The event has a raffle where a wristband is sold, the individual is required to fill out a survey form that includes where the person is from and where the person is staying. This has helped to show where the attendees are from and staying while here. Russell Burdette made a motion to fund \$5,000 split evenly between Camden Small and Camden Medium. Gena Aldrich seconded the motion. The motion passed unanimously.

Inn at Grand Glaize Fireworks – Craig Searl with the Inn at Grand Glaize presented the fireworks request that will take place on the Saturday of Memorial Day weekend. The hope is that it will also be the grand re-opening of the property with all the renovations that have been completed. The amount of \$2,000 is the same requested last year, Camden Small and Camden Medium split the \$2,000 evenly. Russell Burdette made a motion to approve \$2,000 split evenly between Camden Small and Camden Medium. Gena Aldrich seconded the motion. The motion passed unanimously.

(C.) FY25 Marketing Plan – The FY25 proposed Camden County Marketing plan was reviewed with the changes from last fiscal year. Changes made include dates; information regarding past, present, future; the economic impact; budget allocations; and analytics. Russell Burdette made a motion to approve the proposed FY25 Camden County Marketing Plan with the changes from the budget. Gena Aldrich seconded the motion. The motion passed unanimously.

(D.) FY25 Business District Budget – The FY25 proposed Camden County Budget was reviewed. A discussion was held regarding the amount that each category has in the bank and the need to spend on marketing the Lake. A breakdown of expenditures was given, increasing the legal expense line, however the majority of the legal will be in FY24. The special events reserve for Camden Small will be increased for the FY25 Camden budget. Russell Burdette reminded the group that per the judge's ruling that only the money that is in the bank should be committed to their budget. The proposed Camden County budget is increased due to the rising cost of doing business and the increase of revenue from the lodging tax remitted. Proposed total from all three categories to the joint marketing budget of Camden County Business District was \$2 million. Russell Burdette informed the group that the money in the bank will now be moved into high-yield account that will earn more interest. After discussion, Camden Small agreed to increase their portion of the joint marketing budget by \$200,000, Camden Medium agreed to increase their portion of the budget by \$50,000, and Camden Large agreed to increase their portion of the joint marketing budget by \$50,000. The total budget for all three categories is \$2.3 million. Russell Burdette made a motion to approve the FY25 proposed Camden County Budget with the addition monies from the Small, Medium, and Large categories from reserves with the additional projected interest to be determined with the direction of the additional money from the categories to be added to the Joint Marketing TV budget line. Fred Dehner seconded the motion.

(E.) Schedule Annual Meeting – The annual meeting is held in March, usually on the same day the Business District meeting, it was agreed the annual meeting will be on Wednesday, March 28, 2024, at 2:00 p.m.

(F.) Other New Business – Members of the board were reminded that the Missouri Ethics Commission has sent out letters regarding the Personal Financial Interest Statement that needs to be filled out online. If a letter is not received, please let someone on the TCLA staff know.

9. Old Business

(A.) 2024 Election Update – Russell Burdette stated that since the only one nomination had come in for each seat that was up for election for the Camden County Advisory Board; one expired in the Small Category; two in the Medium Category, one expired and one vacated; and one vacated seat in the Large Category, there will not be an election. Per the Camden County Clerk, the candidates that filed to run won the seat.

(B.) Other Old Business – At 2:24 p.m. Russell Burdette made a motion to go into Closed Session, inviting TCLA Executive Director Lagina Fitzpatrick to attend, 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. Kay Samuelson seconded the motion. A roll call vote was taken; Fred Dehner – yes; Russell Burdette– yes; Gena Aldrich – yes; Craig Searl – yes; Kay Samuelson – yes; Aaron McArdle – absent. The motion passed.

At 2:29 p.m. a motion was made by Russell Burdette to come out of closed session. Fred Dehner seconded the motion. A roll call vote was taken; Kay Samuelson – yes; Fred Dehner – yes; Russell Burdette – yes; Gena Aldrich – yes; Craig Searl – yes; Aaron McArdle – absent. The motion passed.

10. Future Dates

Camden County Advisory Board Meeting is scheduled for Thursday, February 22, 2024, at 1:00 p.m.

Camden County Advisory Board Meeting is scheduled for Thursday, March 28, 2024, at 1:00 p.m.

Camden County Business District Annual Meeting is scheduled for Thursday, March 28, 2024, at 2:00 p.m.

Joint Meeting with TCLA Board & the Business District of Miller and Morgan is scheduled for Wednesday, April 10, 2024, at 9:00 a.m.

11. Adjourn

There being no further business to discuss, a motion to adjourn the meeting was made by Fred Dehner. Russell Burdette seconded the motion. The motion passed unanimously. The meeting was adjourned at 2:30 p.m.