

Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting
Thursday, March 23, 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 9:50 a.m. A roll-call attendance for the Advisory Board meeting was taken:

Robin Graf – Present	Gena Aldrich – Present
Fred Dehner – Absent	Nicole Kever Torres – Present
Sue Pierce – Present	Aaron McArdle – Absent

Non-Voting Advisory Board Member:
Presiding Camden County Commissioner Ike Skelton - Absent

A quorum was present for the meeting.

Also present: Eric Gregory, Mike Welty, Mitchell Moon, Laura Salamun, Craig Searl, Heather Brown, Lagina Fitzpatrick, Russell Burdette, and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Robin Graf made a motion to approve the March 23, 2023, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda. Nicole Kever Torres seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS

5. MINUTES

Gena Aldrich made a motion to approve the Camden County Advisory Board Meeting minutes from the February 23, 2023, meeting. Robin Graf seconded the motion. The motion passed unanimously.

6. MUNICIPALITIES AND CHAMBER OF COMMERCE UPDATES

With representatives from the City of Osage Beach present, Russell Burdette asked if there was any information to share regarding the Outlet Mall, the new entertainment site, and the apartment complex on Nichols Road. Mike Welty stated there was nothing new to report, however the mall will eventually be purchased, it is just a matter of timing. Work has also begun on the new entertainment site by the Grand Glaize bridge, and groundbreaking has been done at the new apartment complex on Nichols Road. Mitchell Moon suggested watching press releases soon from the City of Osage Beach for new things to come to the area.

7. TAX COLLECTION REPORT

Through January 2023 all three counties are reporting an increase of 11.2% in lodging tax collection for FY23 over FY22, if this keeps on track, this could be another record year.

8. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #317 – The Camden County Funding Disbursement Report #317 was presented for approval. Nicole Kever Torres asked about the turnout for the KRMS job fair, attendance seemed to be down from last year, this is thought to be due to the late decision to have the job fair. There was an estimate of around 30 vendors and around 100 job seekers in attendance for the day. With no further questions,

Robin Graf made a motion to approve the Camden County Funding Disbursement Report #317. Gena Aldrich seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Big Bass Bash Spring/Fall – Big Bass Bash is the largest fishing event at the Lake and there was no request for funds last year. This year the organizers are hoping to partner with Hope House for a food drive to help locals, in the fall they are hoping to have a toy drive that will stay locally. The Morgan County Business District approved funding up to \$3850 and Miller County Business District approved funding \$750, that would leave a total of \$6,900. Nicole Kever Torres made a motion for Camden County Small to fund \$3,000 and Camden County Medium to fund \$3,000 for a total of \$6,000. Gena Aldrich seconded the motion. The motion passed unanimously.

Inn at Grand Glaize Memorial Weekend Fireworks – Craig Searl with the Inn at Grand Glaize was in attendance to present the funding request for Memorial Weekend Fireworks. The fireworks will be displayed on Saturday, May 27, 2023, at the mouth of the cove the Inn sits on by barge. This is the first time the Inn has planned a firework display in several years and the first-time funding has been requested. Anyone is welcome to attend the firework display on the property. The board agreed that being held on Saturday is beneficial due to Margaritaville Lake Resort and the Lodge of Four Seasons holding their displays on Sunday night. Gena Aldrich made a motion for Camden County Small to fund \$1,000 and Camden County Medium to fund \$1,000. Sue Pierce seconded the motion. The motion passed unanimously.

City of Osage Beach BBQ Competition – October 2023 – Mitchell Moon, Mike Welty, and Eric Gregory were in attendance from the City of Osage Beach to present the event funding request for the KCBS Sanctioned BBQ Competition. The event will take place on October 14, 2023, during the Annual City Fall Festival. Per KCBS rules the area for the BBQ competition needs to be roped off, besides the sanctioned competition there will also be a People’s Choice with a separate fee charge. Beer will be available through the City of Osage Beach, which holds a liquor license. Gena Aldrich inquired to if there was a possibility of rain, what would the city do, there are tents that can be added to cover the area that needs to be protected. Logos for the Business Districts will be added to all signage and on the website a link will be added to lodging on funlake.com. Miller County Business District has approved \$1,000 for the event. Robin Graf made a motion to approve \$4,000 to be split equally between all three categories to fund the City of Osage Beach BBQ Competition. Nicole Kever Torres seconded the motion. The motion passed unanimously.

Fish of Sight – October 2023 – Fish for Sight is done by the Lion’s Club and had been at Truman Lake, they started at the Lake of the Ozarks with help from TCLA in the past with the tent and chairs. Due to Changes in funding, in the last few years funding has been through the Business Districts. The dates have also been changed in the past couple of years due to covid. Last year it was over Bikefest weekend and it was requested to changed due to the lack of short-term lodging rooms, it will be October 27 – 28, 2023. Any remaining funds from the event will be donated to Wonderland Camp and the Idiots Club. Miller County Business District did not approve funds for Fish for Sight. Gena Aldrich made a motion for Camden County Large to fund \$1,000, Camden County Medium to fund \$1,000, and Camden County Small to fund \$3,899 for Fish for Sight. Nicole Kever Torres seconded the motion. The motion passed unanimously.

(C.) FY24 TCLA Agreement – The FY24 Business District Agreement with TCLA has been updated with changes based on suggestions from attorney Marc Ellinger who reviewed on behalf of the Camden County Business District. A noted change is on the second page regarding the agreed amount, it will the TCLA services only on an approximate monthly basis. Sue Pierce stated that due to her stepping down from her seat, Sue is currently the Chairperson and Camden Small Representative, she does not feel comfortable signing the agreement. Sue Pierce made a motion to approve the FY24 Business District Agreement with TCLA and have Fred Dehner, Treasurer and Budget Officer sign the agreement. Robin Graf seconded the motion. The motion passed unanimously.

(D.) Other New Business

Spring Boutique Crawl – Camden Small Representatives Sue Pierce and Gena Aldrich feel that it is important to support the local shops, with the Spring Boutique Crawl taking place on April 1, 2023, they would like to sponsor a Facebook post for \$200. Gena Aldrich made a motion for Camden County Small to approve \$200 to be paid to the CVB on behalf of the Spring Boutique Crawl. Sue Pierce seconded the motion. The motion passed unanimously.

A request was sent regarding an over payment of the lodging tax in the Camden County Small category. The owner closed their business in October 2022, and sent in the final payment. When VRBO sent the final 1099, the amount was less than expected. The owner is requesting a refund of \$131.75 for the overpayment. Sue Pierce made a motion to approve the refund of \$131.75 over payment of the lodging tax. Robin Graf seconded the motion. The motion passed unanimously.

9. OLD BUSINESS

(A.) Marketing Update – The Joint Marketing meeting was held March 7, 2023, the Joint Marketing Committee agreed to allow changes in companies from McDaniels Marketing from Madden Media depending on the cost and benefits from the change, McDaniels created the new funlake.com website. A brief overview of Affinity was given, this is information based on credit cards only spent in the Lake area from visitors that live outside of a 50-mile radius.

(B.) Other Old Business – Sue Pierce stated that on the Camden County Commissioner agenda was the appointment of the Non-Voting Advisory Board Member.

10. FUTURE DATES

Joint Business District and TCLA Board meeting scheduled for Wednesday, April 12 @ 9:00 a.m.

Camden County Advisory Board Meeting scheduled for Wednesday, April 12 immediately following the Joint Board Meeting.

Camden County Advisory Board Meeting scheduled for Thursday, May 25, 2023, @ 1:00 p.m.

10. ADJOURN

There being no further business to discuss, the meeting was adjourned at 11:23 a.m.