

Lake of the Ozarks Area Business District of Camden County Annual Meeting
Thursday, March 24th, 2022 @ 9:00 A.M.
TCLA/CVB OFFICE – 985 KK Drive, Osage Beach, MO - Camden County

1. CALL TO ORDER

Business District Secretary Sue Pierce called the Annual meeting of the Lake of the Ozarks Area Business District of Camden County to order at 9:06 a.m.

Advisory Board Members Present:

Kay Samuelson-Present

Gena Aldrich – Present

Fred Dehner – Present

Nicole Kever Torres – Present

Sue Pierce – Present

Non-Voting Advisory Board Member: Presiding Camden County Commissioner Greg Hasty-Absent

Also present: Lagina Fitzpatrick, Heather Brown, and Laura Salamun.

2. APPROVAL OF THE AGENDA

Fred Dehner made a motion to approve the March 24th, 2022, Lake of the Ozarks Area Business District of Camden County Annual Meeting agenda. Nicole Kever Torres seconded the motion. The motion passed unanimously. Since Don Neuharth has resigned his seat, Sue Pierce will oversee the annual meeting.

3. INTRODUCTION OF ADVISORY BOARD, STAFF & GUEST

4. BRIEF OVERVIEW OF THE BUSINESS DISTRICT AND TCLA STRUCTURE

(A.) Advisory Board Officers- President-Don Neuharth (resigned his seat a few weeks ago, a new President will be appointed at the Advisory Board meeting following this meeting), Secretary-Sue Pierce and Treasurer/Budget Officer-Fred Dehner.

Tracy McKinney, TCLA Staff, is the custodian of records for the Business District.

(B.) TCLA New Board Structure Update- a copy of the TCLA By-Law revisions were mailed out January 14th as well as emailed through Constant Contact. As required by the by-laws, a 45-day notice is required to membership. The main purpose of the TCLA By-Law revisions was to restructure the TCLA Board of Directors. Prior to the revision, the TCLA Board members were the elected Advisory Board members of the three business districts of Camden, Miller, and Morgan County. The dynamics of that structure was questioned and at the advice of LIGATION legal counsel the TCLA Board worked with their legal counsel and the TCLA Executive Director on the by-law's revision presented. This revision did pass on February 28th. During the Camden Advisory Board meeting today, the Advisory Board will vote on a TCLA board rep that will serve for two years. After this transition period, the TCLA board representation will be elected by all Camden Business District lodging properties and that appointment will be made at the 2024 annual meeting.

The goal is to not have an Advisory Board rep on the TCLA Board. If no one will agree to step up and fill that role, an Advisory Board member may serve in an interim capacity until such person is found in order to have representation on the TCLA Board for Camden County.

5. BUSINESS DISTRICT BUDGET

(A.) Tax Collection Update- For FY21, the three Business Districts combined were up 19.28% last fiscal year over 2020. FY21 was the best tax collection year in the history of the collection. 6% over the next best year which was FY19. For FY21 Camden Small was up 22.62% over FY20, Camden Medium was 22.78% up over FY20 and Camden Large was 7.43% up for FY20

To date, FY22 July 1 through the end of January the three Business Districts combined are up 14.81% over last year. July 1 thru the end of January Camden Small is up 2.37%. Camden Medium is up 19.96% and Camden Large is up 33.32% over FY21.

The Business District voted to go into an agreement (in combined efforts with Morgan and Miller County) with a company called Granicus to bring Short Term Rentals in compliance with collecting and remitting the 3% lodging tax in Camden County. The Business District received an exceptionally good discount for all three districts to work together. Tracy and Lagina are currently working with Granicus on the platform set-up. This was just a one-year agreement with renewal options. The company has a 90% compliance record with other destinations they work with.

Laura Salamun inquired if the Granicus agreement including house rentals. The response was yes, the vote did not exclude any short-term rentals. Laura mentioned the Camden County Commission has an upcoming meeting about zoning and short-term rentals.

(B.) FY22 Budget to Date- Current Cash Position as of March 24th for the Business District is \$1,837,142.27. The breakdown is as follows; Camden Small \$668,320.75, Camden Medium \$609,827.44, and Camden Large \$558,994.08.

Camden Business District started this current fiscal year with a cash position of \$799,758.25. (Note the business district had a few properties that fell behind in their tax remittance that over lapped fiscal years).

The Business District voted and approved \$1,002,648 for the FY22 TCLA Budget and \$17,565 for Business Admin. Cost. The Business District admin costs include a yearly audit, Accounting Services, Business District board insurance and legal fees.

\$576,380 has been allocated to the FY22 TCLA budget as of the end of February, out of the \$1,002,648 approved.

The Business District budgeted \$170,000 for event funding of which \$99,000 have been allocated to date.

(C.) FY23 Budget- The Business District will finalize the FY23 budget today at the Advisory Board Meeting. The three categories did approve \$1,500,000 for the FY23 TCLA Budget.

The Advisory Board will have a written agreement with TCLA with the allocations of the \$1,500,000 (percentage of funds allocated to marketing/media relations, group sales, etc.)

6. BUSINESS DISTRICT MARKETING

(A.) FY22 Marketing Update- The Business District approved a marketing plan in March of 2021. This is a fluid document and is updated as needed.

TCLA is the DMO (Destination Marketing Organization) for the Lake, which allows them to apply for Matching Marketing Grants through the Missouri Division of Tourism. For FY22 TCLA was able to apply for \$225,000 and just applied another \$23,000 to use for the 4th quarter.

The new website design, funlake.com, has been in place for one year and features the Visit Widget. The three Business District funded this website redesign.

TCLA did contract with The Beenders Walker Group for public relations in FY22. Beenders Walker Group sends out press releases (event release as well as releases on lodging, golf, etc.) and sets up visits from Travel Writers to the Lake.

TCLA partnered as well with MO Life for a MO Life TV show that will air this spring. The footage includes Malted Monkey, Grandma's County Kitchen, Stewart's on the Strip, and a helicopter ride. Lagina stated this was to illustrate that the strip is still a safe place for families to visit. The show also features the new Ozark International Raceway, paddle boarding and other Lake activities. The last TV episode with MO Life was nominated for an Emmy.

(B.) FY22 Sponsored/Funded Special Events

The Business District budgeted \$170,000 for event funding of which \$99,000 have been allocated to date. This past year the Business District has funded the following special events or has sponsored already established events that bring a lot of visitors to the district: Best Dam Birthday Bash/Bicentennial Event, Big Bass Bash (Spring and Fall), Bikefest, Local 148 Fishing event, Lake of the Ozarks Golf Council Spring TV commercials, Major League Fishing/FLW College and High School Fishing event, Old Tyme Apple Festival, Trop Rockin Ozark Fest, Fireworks at Margaritaville, The Lodge of Four Seasons and Point Randall, Major League Fishing Bass Pro Tour and the Benne Media Shootout Broadcast.

(C.) FY23 Marketing Plan

Once the event funding allocation have been approved, the Business District Advisory Board will approve the FY23 Marketing Plan.

7. BUSINESS DISTRICT RULES & REGULATIONS UPDATE

The Business District created and approved Rules and Regulations in January of 2021. They have been revised and approved twice since. These are reviewed and updated as needed.

Laura Salamun inquired if the Rules & Regulations were on the website or have been sent out to members. Lagina stated Eric Homan was in the process of rebuilding the TCLA website and stated that each Business District will have their own page that will include items like the Rules & Regulations. Sue Pierce asked Heather Brown if Eric can make this a priority to complete the website since it has been a year since the process had started. Heather Brown stated it was high on his list, the CVB staff is smaller and working on a lot of projects at this time.

8. 2022 BUSINESS DISTRICT ELECTIONS

(A.) 2022 Election update for the open seat in Camden Large and special election for the vacated seat in Camden Medium. The Camden Large seat for The Lodge of Four Seasons is up for election this year. Robin Graf from the Lodge will fill that seat. The Business District will need to approve a special election for Don Neuharth's seat in Camden Medium at the Advisory Board meeting following the annual meeting.

9. Q&A-none at this time.

10. NEW BUSINESS

A. Camden County Business District Advisory Board Meeting Thursday, April 28th at 9:00 AM
Camden County Business District Advisory Board Meeting Tentatively Thursday, May 19th at 9:00 AM and Camden County Business District Advisory Board Meeting Thursday, June 23rd at 9:00 AM

11. MEETING ADJOURNED

There being no further business to discuss, a motion to adjourn the meeting was made by Nicole Kever Torres. Gena Aldrich seconded the motion. The motion passed unanimously. The meeting adjourned at 9:52 a.m.