

Lake of the Ozarks Area Business District of Camden County Annual Meeting
Thursday, March 23, 2023, at 9:00 a.m.
TCLA/CVB OFFICE – 985 KK Drive, Osage Beach, MO - Camden County

1. CALL TO ORDER

Business District Chairperson Sue Pierce called the Annual meeting of the Lake of the Ozarks Area Business District of Camden County to order at 9:02 a.m.

Advisory Board Members Present:

Robin Graf

Gena Aldrich

Nicole Kever Torres

Sue Pierce

Absent:

Fred Dehner

Aaron McArdle

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Ike Skelton - Absent

Also present: Russell Burdette, Your Lake Vacation; Craig Searl, Inn at Grand Glaize; Laura Salamun, Point View Resort; Eric Gregory, Mike Welty, Mitchell Moon, City of Osage Beach; Heather Brown, Lake of the Ozarks Convention & Visitor Bureau; Lagina Fitzpatrick and Tracy McKinney, Tri-County Lodging Association.

2. APPROVAL OF THE AGENDA

Sue Pierce made a motion to approve the March 23, 2023, Lake of the Ozarks Area Business District of Camden County Annual Meeting agenda. Robin Graf seconded the motion. The motion passed unanimously.

3. INTRODUCTION OF ADVISORY BOARD, STAFF & GUEST

4. APPROVAL OF ANNUAL MEETING MINUTES

Gena Aldrich made a motion to approve the March 24, 2022, Lake of the Ozarks Business District of Camden County Annual meeting minutes. Nicole Kever Torres seconded the motion. The motion passed unanimously.

5. OVERVIEW OF THE BUSINESS DISTRICT AND TCLA STRUCTURE

(A.) Advisory Board Officers – For the Camden County Business District, Sue Pierce is the Chairperson, Gena Aldrich is the Secretary, and Fred Dehner is Treasure and Budget Officer.

(B.) TCLA Administration & Marketing Support – The Camden County Business District has a signed agreement with TCLA to handle duties, a brief description was given of the duties. A complete list of the duties is listed on the signed agreement and available to review. TCLA is the DMO, Destination Marketing Organization for Camden County.

6. BUSINESS DISTRICT BUDGET

(A.) Tax Collection Update – Through January 2023, Camden County Small, 1 – 50 properties has seen an increase of 22.60%; Camden County Medium, 51 – 300 properties is reporting down 11.64%; Camden County Large, 301+ has an increase of 19.35%. Camden County Business District ended FY22 for Camden County Small at an increase of 10.08%; Camden County Medium at an increase of 15.65%; and Camden County Large at an increase of 23.34%.

Granicus Update – The combined counties of Camden, Miller, and Morgan contracted with Granicus, a company to help with compliance of short-term rentals. There has been an increase in

Camden County to the total number of lodging owners of 146, with a total of 653 properties since letters were sent out on June 14, 2022.

(B.) FY23 Budget to Date – The current cash position of Camden County Small \$564,820.77; Camden County Medium \$454,887.25; and Camden County Large \$472,945.10, with additional \$635,791.46 being held at the Camden County Collector level, for all three categories, due to the pending lawsuit, funds are scheduled to be released on May 15, 2023, or the outcome of the pending lawsuit. Russell Burdette inquired how this is affecting the budget, at this time there is no impact on the budget. The Camden County Business District approved \$1,500,000 for the FY23 Joint Marketing Budget with \$996,657 allocated through the end of February. The Camden Business District approved \$54,360 for the Business Administration cost with \$143,644 allocated through the end of February; the increase is due to legal expenses of the pending lawsuit. The Business District of Camden County budgeted \$196,000 for special events, fishing events, and fireworks, to date the Business District has approved \$162,800 for events.

(C.) FY24 Budget – The FY24 Camden County Business District Budget was approved in the February 2023 meeting, the fiscal year runs July 1, 2023, to June 30, 2024.

7. BUSINESS DISTRICT MARKETING

(A.) FY23 Marketing Update - The Camden County Business District approved the FY23 Joint Marketing Plan April 28, 2022, and has been updated as needed. TCLA, as DMO, was able to apply for Matching Marketing Grants through the Missouri Department of Tourism in FY23 for a total of \$450,000.

(B.) FY23 Sponsored/Funded Special Events – The Camden County Business District has approved \$162,800 To support events in the Camden County area and jointly with Miller and Morgan County for Lake wide events. Events funded are: Fireworks at Margaritaville Lake Resort, The Lodge of Four Season, and Point Randall Resort, Bassmaster Open Series, BikeFest, Fish for Sight, Local 148 Fishing Event, LOTO Golf Council TV Commercials, LOTO Pub Crawl, LOTO Got Talent, LOTO Shootout Broadcast, Major League Fishing Tackle Warehouse Pro Circuit, Major League Fishing High School and College Event, Major League Fishing BFL Events, MLF Toyota Series, Olde Tyme Apple Festival, and Pumkin Chuckin Palooza.

(C.) FY24 Marketing Plan – The FY24 Marketing Plan was approved in the February 2023 meeting. The marketing plan is a fluid document and will be updated as needed.

8. BUSINESS DISTRICT RULES & REGULATIONS UPDATE

The Camden County Business District operates under the current by-laws; however, rules and regulations were approved. Laura Salamun inquired to why there was no vote by lodging owners to changes the rules and regulations, the by-laws needed to voted on by the lodging owners when any amendments are made to them, the rules and regulations are guidelines used in accordance with the by-laws.

9. 2023 BUSINESS DISTRICT ELECTIONS

Due to the ongoing litigation, the judge ordered the Camden County Clerk to handle the Business District elections. The 2023 elections were held by the Camden County Clerk as ordered by the judge, the Business District or TCLA were not allowed to handle any part of the election process. One seat in all three categories was open to run and only one nomination came in for fill each seat. Due to it being an uncontested race, the nominees were declared winners by the Camden County Clerk. For the Camden County Small Seat – Russell Burdette, Your Lake Vacation; Camden

County Medium Seat – Nicole Kever Torres, Camden on the Lake; Camden County Large Seat – Fred Dehner, Margaritaville Lake Resort. All questions are directed to the Camden County Clerk.

10. Q & A

There were no questions at this time.

11. 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 9:39 a.m.

DRAFT