

Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting
Thursday, March 28, 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 1:00 p.m. A roll call attendance for the Advisory Board meeting was taken:

Fred Dehner – Present
Gena Aldrich – Present
Kay Samuelson – Absent

Aaron McArdle – Present
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 Heather Brown, Chanceton Barker, and Faith Bowen with the Convention & Visitor Bureau; Erin Burdette with Your Lake Vacation; Amanda Hayes with the Camdenton Chamber; Lagina Fitzpatrick and Tracy McKinney with TCLA.

2. Introductions

3. Approval of the Agenda

Russell Burdette suggested to add D) Business District Audits to new business, B) Marketing TV Spend to old Business, and move Lake of the Ozarks Airshow before Missouri's Best Red-Carpet & Porsche Races. Fred Dehner made a motion to approve the March 28, 2024, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda with the suggested change. Aaron McArdle seconded the motion. The motion passed unanimously.

4. Public Comments

5. Minutes

Aaron McArdle made a motion to approve the February 22, 2024, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting minutes. Gena Aldrich 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 Restaurant Guide sales are going well; the CVB Annual Dinner was held March 11, 2024, and was well attended; preparation for the Spring Harbor Hop is underway; and the Spring online auction will take place in May, an email will go out with details.

7. Tax Collection Report

The lodging tax collection report is through January. Camden Small is reporting an increase of 19.88%, Camden Medium is reporting an increase of 0.09%, and Camden Large is down 1.17%. Combined all three counties, Camden, Miller, and Morgan are reporting an increase of 8.96%

8. New Business

(A.) Approval of the Funding Disbursement Report #329 – The Camden County Funding Disbursement Report #329 was presented for review. With no questions Aaron McArdle made a motion to approve the Camden County Funding Disbursement Report #329. Craig Searl seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Lake of the Ozarks Airshow – Amanda Hayes presented the request for the 2024 Lake of the Ozarks Airshow. The event will take place on September 7, 2024, since 2020 the event is every other year. The last few years the attendance has been growing and the committee would like to continue the growth by adding new attractions. This year a MiG aircraft will be featured, there will be a night show with the MiG which will feature fireworks on Friday night. New this year on Friday night, will be an event with the performers for a meet and greet with the public. The Airshow only sent the request to the Camden County Business District. Fred Dehner made a motion to approve up to \$3,000 split equally between Camden Small, Medium, and Large categories for the Lake of the Ozarks Airshow with the suggestion to have Miller and Morgan County review the request also. Craig Searl seconded the motion. The motion passed unanimously.

Missouri's Best Red-Carpet & Porsche Races – Cheri Cranford via phone presented the request for Missouri's Best Red-Carpet & Porsche Races. The Business District of Miller County has approved \$2,000 and the Business District of Morgan County has approved \$5,000, this leaves \$3,000 left of the request. The red-carpet event will take place on Thursday, April 25, 2024, at Ozarks International Racetrack in Morgan County. Friday night will have a music fest. The Porsche Races will take place on Saturday and Sunday. Gena Aldrich made a motion to approve \$1,000 from Camden Small, Camden Medium and Camden Large for a total of \$3,000 for Missouri's Best Red-Carpet & Porsche Races. Aaron McArdle seconded the motion. The motion passed unanimously.

(C.) Other New Business – Missouri Broadcasters Association – Denny Benne with Benne Media reached out at the request of the Missouri Broadcasters Association, this is a conference that has taken place in Branson in the past and Branson has always sponsored the event. The Association is requesting a sponsorship of \$5,000 for holding the conference at the Lake of the Ozarks, this is something that is usually asked for before the group books in the area. The conference is scheduled in this area through 2026. Fred Dehner made a motion for Camden Large to fund up to \$3,000 for the Missouri Broadcasters Association, with Camden Small and Camden Medium to decide if they would like to fund also. Gena Aldrich seconded the motion. The motion passed unanimously.

(D.) Business District Audit – Due to the Business District needing to be audited annually, an RFP was sent out for options. An RFP was sent out to four different companies with a reply of no from two, no response from one, and Graves and Associates, CPA, who has been doing the audits for the past few years, with pricing. A request for a one-year, two-year, and three-year was sent. The prices have gone up with the three-year pricing at \$4,900 for year one, \$5,080 for year two and \$7,100 for the final year. The budgeted amount for next year's audit is \$4,050. This is locked in pricing. Fred Dehner asked if a bid needs to be obtained every year, a yearly bid is not required, just the audit is required to be done. Aaron McArdle made a motion to the one-year agreement for the next audit year and adjust the budget according for the increase in the audit expense. Fred Dehner seconded the motion. The motion passed unanimously.

9. Old Business

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

(B.) Marketing TV Spend – With the amount that Camden County Business District is allocating to the Joint Marketing Budget, an update was given regarding the status of the TV commercials that are planned. Production on the commercials will take place May 28 – May 30, 2024. The commercials will be aired on both broadcast and streaming in the St. Louis, Kansas City, Chicago, Dallas, Denver, Omaha, Des Moines, and

Bentonville markets. The commercials will start running in August through mid-October and start back up in mid-December for streaming. Broadcast will start in August to September and start again in mid-March.

10. Future Dates

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

Camden County Advisory Board meeting is scheduled for Thursday, April 25, 2024, at 1:00 p.m.

Camden County Advisory Board meeting is scheduled for Thursday, May 23, 2024, at 1:00 p.m.

11. Adjourn

There being no further business to discuss, a motion to adjourn the meeting was made by Aaron McArdle. Gena Aldrich seconded the motion. The motion passed unanimously. The meeting was adjourned at 1:55 p.m.

DRAFT