

**Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting**  
**Thursday, May 25, 2023, 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:

Robin Graf – Present	Gena Aldrich – Present
Fred Dehner – Present	Nicole Kever Torres – Present
Russell Burdette – Present	Aaron McArdle – Present

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

A quorum was present for the meeting.

Also present: Lagina Fitzpatrick, Heather Brown, Michael Spriggs, and Tracy McKinney.

**2. INTRODUCTIONS**

**3. APPROVAL OF THE AGENDA**

Robin Graf made a motion to approve the May 25, 2023, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda. Fred Dehner seconded the motion. The motion passed unanimously.

**4. PUBLIC COMMENTS**

None at this time

**5. MINUTES**

Gena Aldrich made a motion to approve the Camden County Advisory Board Meeting minutes from the April 12, 2023, meeting and the Camden County Advisory Board Special Meeting minutes from the April 19, 2023, meeting. Aaron McArdle 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 gave a brief update on what is happening with the CVB. Restaurant Guides were delivered earlier in the week and all staff are helping to deliver to get them out in time for the Memorial Day weekend; the sales staff have been visiting all members in honor of National Tourism week with shout-outs on Facebook to promote the partnership in tourism; annual membership renewal is coming up, work has started to get ready for this; and the Spring Harbor Hop saw 1,723 hoppers this year, this was a good year due to very nice weather.

**7. TAX COLLECTION REPORT**

The lodging tax collection report through March reports an increase of 25.65% for Camden Small, Camden Medium is reporting down 14.04% and Camden Large is reporting an increase of 22.97%. The combined Business Districts of Camden, Miller and Morgan County are reporting an increase of 12.78%. The lodging tax funds that have been collected since October were released and all Business Districts have received the funds in their bank accounts.

**8. NEW BUSINESS**

(A.) Approval of the Funding Disbursement Report #319 – The Camden County Funding Disbursement Report #319 was presented, Russell Burdette inquired what Graphical Advertising listed under TripAdvisor was, these are ads that are targeted to pop-up when a visitor is searching on TripAdvisor. With no further questions, Fred Dehner made a motion to approve the Camden County Funding Disbursement Report #319. Robin Graf seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request – Ozarks Amphitheater - Ozark Amphitheater sent a sponsorship packet that is presented to the Business Districts for sponsorship at the amphitheater. Information was provided regarding the original funding request that was presented April 12, 2023, the original request was for \$20,000 and the board felt that the request would be supporting the business not an event. The Convention & Visitor Bureau advertises at the amphitheater currently with the tagline funlake.com. The board feels that to advertise at the venue, the visitor is already here and will the visitor remember funlake.com for lodging on their next visit. The Business Districts have supported Ozark Amphitheater in the past when they were new and establishing themselves, however the concerts hosted at the amphitheater are bigger well-known names. The concerts do help bring in overnight stays, most are only for one night when some properties require a minimum of two. A shared concern also was this is a private business, several private businesses have concerts, this will allow any business that has attractions to request funds because they also bring in overnight stays. Robin Graf made a motion for the Camden County Business District to abstain from approving funds to Ozark Amphitheater this year. Fred Dehner seconded the motion. The motion passed unanimously.

Point Randall Fireworks - \$3,500 – Michael Spriggs from Point Randall Resort was in attendance to present the funding request for fireworks that will be displayed over Memorial Day, 4<sup>th</sup> of July, and Labor Day holidays. The resort is located on the 2MM, in a good location with a good view from different areas. The Memorial Day and Labor Day shows are scheduled to be around 25 – 30 minutes with the 4<sup>th</sup> of July show scheduled to be close to 60 minutes. The request for \$3,500 is half the cost of the fireworks that are purchased, and this is the same as last year. This is the second year for the Memorial Day and Labor Day displays and the 15<sup>th</sup> year for the 4<sup>th</sup> of July display, the event has grown and fills the cove for the resort. Russell Burdette made a motion to fund \$2,000 for Point Randall Fireworks split evenly between Camden Small and Camden Medium categories. Gena Aldrich seconded the motion. The motion passed unanimously.

(C.) Other New Business – None at this time.

## **9. OLD BUSINESS**

(A.) Business District Logo – Two logos for the Business District were presented that were designed by Evan Lampe with the Convention & Visitor Bureau. The first had the state of Missouri with the lodging icon and the second was a retro sign with icons representing fishing, boating, lodging, golfing, and hiking. Nicole Kever Torres made a motion to approve the retro sign with the icons as the Camden County Business District logo. Aaron McArdle seconded the motion. The motion passed unanimously.

(B.) Other Old Business – At 1:46 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. Fred Dehner seconded the motion. A roll call vote was taken; Fred Dehner – yes; Russell Burdette – yes; Gena Aldrich – yes; Nichole Kever Torres – yes; Robin Graf – yes; Aaron McArdle – yes. The motion passed unanimously.

At 2:04 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; Robin Graf – yes; Fred Dehner – yes; Russell Burdette – yes; Gena Aldrich – yes; Nicole Kever Torres – yes; Aaron McArdle – yes. The motion passed unanimously.

## **10. FUTURE DATES**

Camden County Advisory Board Meeting scheduled for Thursday, June 22, 2023, @ 1:00 p.m.

Camden County Advisory Board Meeting scheduled for Thursday, July 27, 2023, @ 1:00 p.m.

Camden County Advisory Board Meeting scheduled for Thursday, August 24, 2023, @ 1:00 p.m.

**11. ADJOURN**

There being no further business to discuss, a motion to adjourn the meeting was made by Gene Aldrich. Nicole Kever Torres seconded the motion. The motion passed unanimously. The meeting was adjourned at 2:05 p.m.