

Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting

Thursday, September 22, 2022 @ 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 9:00 a.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

Sue Pierce – Present

Aaron McArdle – Present

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Greg Hasty – Absent

A quorum was present for the meeting.

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

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Fred Dehner made a motion to approve the September 22, 2022, 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

Heather Brown thanked the Advisory Board for their support of BikeFest. The event was well attended; an estimated a count will be reported in a few days.

5. MINUTES

Gena Aldrich made a motion to approve the Camden County Advisory Board Meeting minutes from the August 25, 2022, meeting. Fred Dehner seconded the motion. The motion passed unanimously.

6. TAX COLLECTION REPORT

Lagina Fitzpatrick presented the lodging tax collection report through July 2022, Camden Small reported up 32.17%, Camden Large reported up 33.17%, and Camden Medium reported down 34.11%. After researching the information, a medium property had made a payment to catch up on lodging tax last year that caused an increase in lodging tax last year. The overall report showed all three counties up 1.22%.

7. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #311 – The Funding Disbursement Report #311 was presented and with no questions, Robin Graf made a motion to approve the Funding Disbursement Report #311. Aaron McArdle seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request:

2023 TBF Federation National Championship – March 2023 – Lagina Fitzpatrick presented the funding request for the 2023 TBF Federation National Championship with the date moving to

March 26 – 30, 2023. The request is for \$21,500 with Miller County Business District Advisory Board funding up to \$2,000 and Morgan County Business District Advisory Board funding \$1,000. Lagina stated that the event is the top anglers from each state and Canada competing in a weeklong event with the SAF Missouri High School State Championship on Saturday only. There will be a new 30-minute TV episode for each event filmed, aired, and reran. References were checked at Table Rock Lake and Alabama with both venues stating the event went great and met expectations for room nights. Gena Aldrich made a motion for the Camden County Business District to fund \$12,500 for the 2023 TBF Federation National Championship with Camden Small funding \$10,000, Camden Medium funding \$1,500 and Camden Large funding \$1,000. Aaron McArdle seconded the motion. The motion passed unanimously.

Major League Fishing High School & College – March 2023 – Lagina Fitzpatrick presented the Major League Fishing High School & College event that has been at the Lake for several years and is moving from October to March 17 – 18, 2023. The request is for \$4,500 with Miller County Business District Advisory Board funded up to \$1,000 and Morgan County Business District Advisory Board funding up to \$1,000. Sue Pierce made a motion for the Camden County Business District to fund \$2,500 for the Major League Fishing High School & College with Camden Small funding \$1,500, Camden Medium funding \$500, and Camden Large funding \$500. Robin Graf seconded the motion. The motion passed unanimously.

(C.) FY24 Marketing Plan – Lagina Fitzpatrick handed out the updated FY23 marketing plan with the fiscal year 2022 end numbers. Lagina explained the updates that were made to the marketing plan. Lagina asked Aaron McArdle, Robin Graf, and Gena Aldrich to send information regarding their background to add to the plan. Lagina explained she has been working on having an influencer come to the Lake, however the price has increased and is now more than what was budgeted. Lagina also stated information was researched to possibly advertise during a podcast, however the cost is more than expected. Lagina stated that Morgan County Business District passed a motion for Lagina to research the cost and feasibility of having a regular podcast at the Lake. Aaron McArdle stated that his company Room Ready has podcast equipment and can discuss later. Lagina inquired if there would be anyone from the Camden County Business District that would like to serve on the TCLA Marketing Committee. Gena Aldrich stated that she would like to serve on the committee.

(D.) Other New Business – Gena Aldrich stated that she would like to pursue information and funding regarding having a boat ramp and area to host fishing event weigh-ins closer to the west side of Camden County. Gena will work to gather information to see if it would be feasible. Lagina Fitzpatrick stated that she had discussed with the TCLA Board about starting and working on a Sports Tourism Committee. Most tourist destinations have a Sports Tourism Committee or Commission and have seen increasing sports tourism, Lagina would like to help bring more sports tourism to the Lake area and will keep the Advisory Board updated.

8. OLD BUSINESS

(A.) Marketing Update – Lagina Fitzpatrick gave an update on marketing; MLF BassPro event will be aired on the Discovery Channel on October 8 and 15; Fall creative campaigns are running on both digital and print platforms; Chiefs Radio spots are airing on 105 stations in 13 states for eight different games this season, the ads will reflect the change of seasons; and Holiday creative is being worked on currently.

(B.) Granicus Compliance – Tracy McKinney gave a brief update on the change in property count since the last report in July 2022.

(C.) Other Old Business – Lagina Fitzpatrick stated that in addition to the TCLA quarterly newsletters each County Business District will have a quarterly newsletter. The County Business

District newsletter will contain more in-depth information regarding the individual counties opposed to the TCLA newsletter.

At 10:15 a.m. Fred Dehner 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. Robin Graf seconded the motion. A roll call vote was taken; Fred Dehner – yes; Sue Pierce – yes; Gena Aldrich – yes; Nichole Kever Torres – yes; Robin Graf – yes; Aaron McArdle – absent, left during the Business District meeting. The motion passed.

At 10:27 a.m. a motion was made by Robin Graf to come out of closed session. Nicole Kever Torres seconded the motion. A roll call vote was taken; Robin Graf – yes; Fred Dehner – yes; Sue Pierce – yes; Gena Aldrich – yes; Nicole Kever Torres – yes; Aaron McArdle – absent. The motion passed.

9. FUTURE DATES-

Advisory Board Meeting is scheduled for Thursday, October 27, 2022, at 9:00 a.m.

Advisory Board Meeting is scheduled for Thursday, December 1, 2022, at 9:00 a.m.

10. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Fred Dehner. Gena Aldrich seconded the motion. The motion passed unanimously. The meeting adjourned at 10:28 a.m.