

Lake of the Ozarks Area Business District of Camden County Advisory Special Board Meeting
Wednesday, April 19, 2023, at 4:00 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 4:00 p.m. A roll-call attendance for the Special Advisory Board meeting was taken:

Robin Graf – Present	Gena Aldrich – Present
Fred Dehner – Present via phone	Nicole Kever Torres – Absent
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 and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Robin Graf made a motion to approve the April 19, 2023, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda. Gena Aldrich seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS

None at this time

5. NEW BUSINESS

(A.) Funding and Sponsorship Reports – Russell Burdette explained that after the April 12, 2023, meeting where the sponsorship request for Ozark Amphitheater was discussed and funds had been approved, there was a realization between a few board members that felt that the funds would be going to a business to market not for an event. There was the thought that more businesses would request funds for the same purpose, that is not what the funding requests are for. Fred Dehner stated that he felt the same, the Lake Area benefits from the visitors attending the concerts at Ozark Amphitheater, however it is a concern to give a for-profit money to promote the business. Aaron McArdle, Robin Graf, and Gena Aldrich were all in agreement that it would be contributing to the business itself, not the events. Aaron inquired if it was possible to purchase marketing for the Business District at the amphitheater and if it would worth the investment to promote people back to the lodging businesses when they are already at the Lake. Fred agreed and stated that if marketing was done, it would have to be at market value not the requested amount of the sponsorship. Aaron suggested that the Business District request for the amphitheater to put together a marketing plan that could be presented to any business. Gena would like to explain to lodging owners how the money was spent, to be able to show that it was used to market, and that Camden County Business District was represented as a sponsor worth the amount funded by the Business District. Robin would like to have a count of how many people the amount funded help brings to the Lake. Gena, who has the close lodging property to the amphitheater stated that she will get concert attendees stay during the week due to her policy being a one-night stay, however on the weekend she requires a two-night stay, she does not see any stays. Russell pointed out that shows that people are only coming for the concert and not visiting other areas of the Lake. Fred suggested for FY25 Marketing Plan that the amphitheater could be added to Camden County Business District plan. Gena asked if they needed the money, the amphitheater is going on its ninth year and

bringing bigger name to perform. Aaron stated that is never a bad expense to advertise, however it needs to be worth the spending.

Russell Burdette made a motion to rescind the \$10,000 funding that was previously passed at the April 12, 2023, Camden County Business District Advisory Board meeting. Aaron McArdle seconded the motion. The motion passed unanimously. Fred Dehner asked Lagina Fitzpatrick to reach out to Ozark Amphitheater for advertising options that would be available to any business. Gena Aldrich stated that if the Business District was able to get a logo to be used in advertising that link back to funlake.com/lodging.

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

9. OLD BUSINESS

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

10. FUTURE DATES

Camden County Advisory Board Meeting scheduled for Thursday, May 25, 2023, @ 1:00 p.m.

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.

10. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Robin Graf. Russell Burdette seconded the motion. The motion passed unanimously. The meeting was adjourned at 4:24 p.m.