

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

Thursday, April 28, 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
Fred Dehner – Absent
Sue Pierce – Present

Gena Aldrich – Present
Nicole Kever Torres – Present

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Greg Hasty - Present

A quorum was present for the meeting.

Also present: Lagina Fitzpatrick, Heather Brown, Russell Burdette, Bruce Vanderveld, Toby Miller, Bob Schwartz, Tom Abbott, William Holtz, Christy Jensen, Betty Boushie, and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Greg Hasty made a motion to approve the April 28, 2022, 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 – Sue Pierce took this time to thank Bruce Vanderveld for all of his years of service as CPA for TCLA and the Business Districts of Camden, Miller, and Morgan County.

5. MINUTES – Sue Pierce made a motion to approve the Camden County Advisory Board Meeting minutes from the March 24, 2022, meeting. Nicole Kever Torres seconded the motion. The motion passed unanimously.

6. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #306 – Funding Disbursement Report #306 was presented with backup documentation. With there being no questions, Gena Aldrich made a motion to approve the Funding Disbursement Report #306 as presented. Sue Pierce seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request:

Shootout Lake TV – August 27 – 28, 2022 – William Holtz with Lake TV is requesting \$3,000 for sponsorship of the Lake of the Ozarks Shootout, this is the first time Lake TV has requested funding for the Shootout. William explained that Lake TV is a local station that will be covering the Shootout, last year there were over 250,000 views nationally with the expectation of over 300,000 this year due to the growth and area coverage of Lake TV. With the \$3,000 sponsorship there will be eight :30 second commercials ran during the four-day broadcast of the Shootout and 150 :30 second commercials during July – October. Lagina Fitzpatrick stated that Morgan County has already met and will be funding up to \$1,000. A discussion was had regarding the funding request, Sue Pierce and Gena Aldrich agreed that Lake TV is local, however it is growing, plus it

is a great partnership between the Business District and Lake TV. Sue Pierce inquired about Miller County Business District, Russell Burdette stated that the Miller County Advisory Board has yet to have a meeting and not sure how much might be funded. Gena Aldrich made a motion to fund up to \$2,000 for sponsorship of the Shootout Lake TV from the Camden County Business District. Nicole Kever Torres seconded the motion. The motion passed unanimously.

Hot Summer Nights 2022 – Second Friday night during the summer months – Bob Schwartz with the Bagnell Dam Strip Association is requesting \$2,500 for Hot Summer Nights at the Bagnell Dam Strip. Bob explained that Hot Summer Nights is in its 15th year, this year's theme is Small Town USA. Hot Summer Nights works on a small budget and relies on volunteers to help. The Association pays for the event which includes the overtime required from the fire department and police and added entertainment for children under 10, with costs raising, this is getting difficult. Gena Aldrich inquired if sponsored, would the Business District be featured, Bob stated that yes it would be listed as a sponsor, at this time there are about 15 to 16 sponsors. A discussion was had, Lagina Fitzpatrick stated that in the past the event was funded from TCLA, however in FY21 it was turned over the Business Districts. Sue Pierce stated that Hot Summer Nights is a long-term event on a small budget that relies on volunteers. Sue Pierce made a motion to fund Hot Summer Nights 2022 for up to \$1,000 from Camden Small Business District. Gena Aldrich seconded the motion. The motion passed unanimously.

Lake Race 2022 – June 2 – 4, 2022 – Tom Abbott and Christy Jensen are requesting \$7,000 for Lake Race 2022. Christy Jensen explained there is an expected record turnout for Lake Race this year, usually boat dealers are the biggest sponsors, however due to the lack of inventory most are not sponsoring. Tom Abbott added an expected international present will be back at Lake Race this year and the TV coverage will be handled by Viper Communications, KRMS. The requested \$7,000 will be for out-of-town advertising, this will also add the funlake.com/lodging to the Lake Race website. Christy Jensen stated the sponsorship packages can be customized. A discussion was had regarding Lake Race 2022. Lagina Fitzpatrick reminded the board that last year there was the addition of Formula 1 at the race that was supported also. Nicole Kever Torres stated that Camden on the Lake was a sponsor last year and had picked up several 3-to-4-night stays, this year Camden on the Lake is not sponsoring. Nicole asked if at the meet and greet street party would it be possible to have a booth, that will be considered. Robin Graf stated that at The Lodge of Four Seasons they had picked up some rooms and stated that Lake Race is a more premiere event. Robin Graf made a motion to fund up to \$5,000 for Lake Race 2022 from the Camden County Business District. Nicole Kever Torres seconded the motion. The motion passed unanimously.

The National Professional Fishing League – Fall 2023 – Al McCulloch is requesting \$25,000 for the National Professional Fishing League. Lagina Fitzpatrick gave some background on the request, this is the first time a funding request was made from the National Professional Fishing League, they were established in 2021 and there are 125 anglers that are registered. Al McCulloch was called to explain the event in more detail, it is a weeklong event that starts on Saturday and will run until the following Sunday. Sunday, Monday, and Tuesday are practice days, Wednesday is an off day of fishing, however there is registration, meetings, and the anglers will participate in a community outreach that can be decided by the Advisory Board. Thursday, Friday, and Saturday are competition days, it is a no cut competition. Al also explained that Sunday through Wednesday there is a round table one hour show that will feature three local businesses that the Advisory Board can chose. There will be a host hotel that the staff and production team will stay at, it will need a 'war room' for broadcasting from. Gena Aldrich inquired if there was a smaller amount, for example \$20,000 that could possibly be approved, Al stated that if that was the case, there would need to be discounted hotel rooms for the staff, he is just trying to cover the cost of the event. A discussion was had, Lagina Fitzpatrick stated that she had reached out to the fishing committee, and they were not in favor for the event and would like to see smaller amateur events coming to

the Lake. The event will be tabled until Lagina Fitzpatrick is able to obtain more history of where they have held events and how it impacted the area.

Lagina Fitzpatrick took this time to explain a new survey that was created to be sent out after a funded event took place. The survey will be sent out through Constant Contact with the hope that at least 50% of properties will participate, this will give a good sampling of the event.

(C.) Advisory Board Code of Ethics – Lagina Fitzpatrick stated that there have been discussions in the past of adding a Code of Ethics, she referred to other DMO's and they do operate with a Code of Ethics. Lagina took direction from what was presented from other DMO's and with the Code of Ethics it helps refer back to the By-Laws and the Rules and Regulations of each county. Gena Aldrich made a motion to approve the Code of Ethics as presented. Nicole Kever Torres seconded the motion. The motion passed unanimously.

(D.) Other New Business – No other new business at this time.

7. OLD BUSINESS

(A.) FY22 Audit RFP – Lagina Fitzpatrick explained that she had sent out several RFP's to audit firms and only one had come back from Graves and Associates, they have done the audits for the past few years. There was an option of a one-year, two-year, or three-year agreement. Sue Pierce inquired as to where TCLA, Miller, and Morgan County is at with their audit agreements are, Lagina stated that TCLA and Miller County agreed to the three-year option for FY21, and Morgan County have just agreed to the three-year option this year. Sue Pierce made a motion to agree to the two-year option for the Camden County Business District audits to have TCLA, Camden and Miller County on the same agreement timeframe. Robin Graf seconded the motion. The motion passed unanimously.

(B.) Camden Medium Special Election Update – Lagina Fitzpatrick stated that Aaron McArdle, who has recently purchased Alhonna Resort is on the ballot for the Camden Medium Advisory Board Special Election which will take place May 9 through May 17, 2022. The election will be held at the Camden County Courthouse in the Camden County Clerk's office.

(C.) TCLA Board Appointment Update – Lagina Fitzpatrick informed the Board that Lance Utley with Old Kinderhook did except the position of TCLA Board Member representing Camden County. At this time, Morgan County has Pamela Quinn with LakeDays.Rentals as their TCLA Board Member and Miller County has yet to have a meeting to appoint a representative. Lagina also stated that she is looking at dates in May to hold a meeting, she will update as a date is set.

(D.) FY23 Budget & Marketing Plan Update – Lagina Fitzpatrick presented the FY23 Camden County Budget worksheet. She explained the set expenses for accounting, audit, insurance, legal fees, admin, and Granicus. Granicus is split between FY22 and FY23. Lagina also explained that the Event Funding and Fishing Tournaments are the same as last year, however for Camden Large, Fireworks have been increased due to cost. There is a small change in the breakdown of the money allocated to TCLA; Marketing has been increased to 55% where Marketing/Fulfillment, which is CVB, is down to 15%. Due to the increase in the lodging tax, this will not change the amount to Marketing/Fulfillment, however it does add to the Marketing budget of the Lake. Gena Aldrich and Sue Pierce discussed increasing the amount of Camden Small Business District Event Funding amount to help with smaller, local events. Sue Pierce made a motion to increase the Event Funding by \$12,000 to \$37,000. Gena Aldrich seconded the motion. The motion passed unanimously. Nicole Kever Torres made a motion to approve the FY23 Amended Camden County Budget Worksheet. Robin Graf seconded the motion. The motion passed unanimously.

Lagina Fitzpatrick stated the FY23 Marketing Plan has the same information as the last one printed other than new KPIs need to be added, she added it is a fluid document and is updated often with information as it comes in. Sue Pierce made a motion to accept the Marketing Plan Document. Gena Aldrich seconded the motion. The motion passed unanimously.

(E.) Other Old Business – Gena Aldrich asked regarding the Star Report that is sent out by Lagina Fitzpatrick provided by Lake of the Ozarks Convention and Visitors Bureau, if it can be shared with other lodging properties, Heather Brown stated that yes, it can be shared with other lodging properties.

Lagina Fitzpatrick inquired if it would be necessary to have a July meeting, the July meeting is usually skipped due to the time of the year, however Sue Pierce requested to add a July meeting to the schedule in case of needing to have one, it can be removed if needed.

Sue Pierce made a motion at 11:08 a.m. to close the meeting, inviting TCLA Executive Director Lagina Fitzpatrick and Miller County Advisory Board Member Russell Burdette, pursuant to RSMo. Section 610.021 (1), Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between a public governmental body or its representatives and its attorneys. Gena Aldrich seconded the motion. The following roll call was taken: Gena Aldrich – yes, Robin Graf – yes, Nicole Kever Torres – yes, Sue Pierce – yes, Fred Dehner – absent. The motion passed.

At 11:26 a.m. Sue Pierce made a motion at 11:26 a.m. to come out of closed session. Gena Aldrich seconded the motion. The following roll call was taken: Gena Aldrich – yes, Robin Graf – yes, Nicole Kever Torres – yes, Sue Pierce – yes, Fred Dehner – absent. The motion passed.

8. FUTURE DATES-

Advisory Board Meeting is scheduled for Thursday, May 19 at 9:00 a.m.

Advisory Board Meeting is scheduled for Thursday, June 23 at 9:00 a.m.

Advisory Board Meeting is scheduled for Thursday, July 28 at 9:00 a.m.

9. 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 11:27 a.m.