

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

Thursday, January 27th, 2022 @ 9:00 A.M.

TCLA/CVB OFFICE – 985 KK Drive, Osage Beach, MO - Camden County

1. CALL TO ORDER

Business District President Don Neuharth called the meeting of the Lake of the Ozarks Area Business District of Camden County Advisory Board to order at 9:04 a.m. A roll-call attendance for the Advisory Board meeting was taken:

Kay Samuelson-Present

Fred Dehner – Present

Don Neuharth - Present

Gena Aldrich – Present (Arrived at 9:35 A.M.)

Nicole Keever Torres - Absent

Sue Pierce – Present

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Greg Hasty-Absent

A quorum was present for the meeting.

Also present: Lagina Fitzpatrick, Brian Nivert and Sonia Isle.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Sue Pierce made a motion to approve the January 27th, 2022, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda. Kay Samuelson seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS –None

5. MINUTES – Sue Pierce made a motion to approve the Camden County Advisory Board Meeting minutes from the December 3rd, 2021, meeting. Kay Samuelson seconded the motion. The motion passed unanimously.

6. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #303-Sue Pierce inquired about the domain names currently paid for by TCLA and/or the Business Districts. Lagina Fitzpatrick reviewed the list. Lagina stated she and Eric Homan have been in discussions about the list and will make recommended changes to the Marketing Committee and the Board. Kay Samuelson made a motion to approve the funding disbursement report #303 on behalf of the Lake of the Ozarks Area Business District of Camden County. Fred Dehner seconded the motion. The motion passed unanimously.

(B.) Funding Request-Laurie Hillbilly Fair September 16- & 17th, Laurie Hillbilly Car Show, September 10th. Lagina Fitzpatrick stated that the organizer was unable to attend the meeting. The City of Laurie is requesting financial assistance to help promote the event. They are requesting \$2,000 for the Fair and \$1,000 for the car show. Fred Dehner inquired if Morgan County Business District had approved any funding. Brian Nivert responded they are currently wrapping up the Morgan Elections and once that is complete, they will meet to discuss. Fred Dehner made a motion to allow Morgan Business District the opportunity to fulfil the request since the events take place in Morgan County and that Camden Business District will assist with any shortfall in the funding. Sue Pierce seconded the motion. The motion passed unanimously.

Major League Fishing-Tackle Warehouse Pro Circuit Event-April 2023-Lagina Fitzpatrick stated this was a new event for the Lake. The Lake is hosting the Bass Pro Tour this year in April/May that was funded by Camden Small and Bassing Bob. This event is more room nights, however not as many TV hours. Lagina stated they were asking for \$32,500 for the event. Lagina had contacted Bassing Bob about funding assistance and has not received a response. The group reviewed the sponsorship deck which included the listing of TV time on CVB Sports Networks of 22 hours. Sue Pierce made a motion for the Camden Business District to sponsor the event up to \$20,000, split evenly between the three categories. Kay Samuelson seconded the motion. The motion passed unanimously.

(C.) FY23 Budget Process-A Camden Business District budget meeting was set for Thursday, February 3rd at 9:00 AM.

(D.) Other New Business-None at this time.

7. OLD BUSINESS

(A.) 2022 Elections-Lagina Fitzpatrick stated that the information for the business district elections need to be mailed out on February 7th based on the annual meeting date of March 24th. Lagina inquired how the Advisory Board would like to handle the process. Lagina did speak to Rowland Todd at the County Clerk's Office, and he did agree to handle the absentee voting. Sue Pierce made a motion to have two election judges at the annual meeting to handle the in-person voting and to have one of those election judges pick up the absentee ballots at the Clerks office to deliver the annual meeting. Fred Dehner seconded the motion. The motion passed unanimously.

(B.) TCLA Board Appointment Based on Approval of TCLA By-Laws Revision-Lagina Fitzpatrick stated that she had asked Marc Ellinger if the Business Districts could vote on their TCLA Board Rep at the February 24th meeting based on approval of TCLA Revised By-Laws at the February 28th special meeting. Mr. Ellinger responded that would be fine as long as it was worded based on approval of the revisions and the new board structure.

Lagina stated she has had some feedback that a few members are concerned that the TCLA By-Laws revision lack the verbiage that the Business District rep cannot be a current elected Advisory Board Member. Lagina stated that since there is absentee voting allowed for the by-laws, the vote can only be yes to no and no amendments will be allowed on the floor the day of the vote. Lagina reminded the board that they had asked for that statement to be written in the revisions and the attorney advised against that statement. Lagina used Miller County for example who is trying to fill all four of their seats in the upcoming election, then will need to find a fifth person for the TCLA seat.

Don Neuharth made a motion to adopt/add to the Business District Rules & 9op90poo9p0op90. Gena Aldrich seconded the motion. The motion passed unanimously.

(C.) Granicus-Lodging Tax Collection Compliance- Lagina Fitzpatrick stated she was able to reach out to four different current Granicus clients to get a referral. All of them are pleased with the service and running anywhere to 94%-99% compliance on short-term rental tax collection. Lagina had shared the responses via email prior to the meeting. Lagina mentioned at the last Business District meeting she was directed to ask if Granicus can do condo tax collection only. Granicus responded that was not possible. Fred Dehner asked for an update on the cost and estimated return on investment. Lagina responded the cost for Camden Business District would be \$70,599 for the first year and can be billed quarterly. The projected return on investment based on 90% compliance is \$1,464,400, based on an average of 80 rental nights a year per unit and a rate of \$239 per night.

Don Neuharth made a motion to proceed with a contract for one year, with yearly option renewals, with Granicus, with the \$70,599 to be split into quarterly payments. Sue Pierce seconded the motion. The motion passed unanimously.

(D.) Other Old Business-none at this time

8. FUTURE DATES-

Advisory Board Meeting is scheduled for Thursday, February 24th at 9:00 AM

Annual Camden Business District Meeting is scheduled for Thursday, March 24th at 9:00 AM

Advisory Board Meeting is scheduled for Thursday, March 24th at approximately 10:00 AM, immediately following the annual meeting.

9. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Kay Samuelson. Sue Piece seconded the motion. The motion passed unanimously. The meeting adjourned at 10:06 a.m.