

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

Thursday, July 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

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: Laura Salamun, Lagina Fitzpatrick, and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Gena Aldrich made a motion to approve the July 28, 2022, 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 – Robin Graf made a motion to approve the Camden County Advisory Board Meeting minutes from the June 23, 2022, meeting. Fred Dehner seconded the motion. The motion passed unanimously.

6. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #309 – the Funding Disbursement Report is now broken down by County with Camden County being broken down by category of small, medium and large. There has been a column added as well that states if the expense fell in FY22 or the FY23 budget year. Gena Aldrich made the motion to approve Funding Disbursement Report #309. Fred Dehner seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request:

Lake of the Ozarks Shootout Broadcast – Benne Media – Benne Media is requesting \$2,500 for the 2022 Lake of the Ozarks Shootout Broadcast. Benne Media has added several new affiliations to the broadcast. Nicole Kever Torres made the motion for the Camden County Business District to fund up to \$2,000 split Camden Small \$500, Camden Medium \$1,000, and Camden Large \$500. Fred Dehner seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Council Commercial Partnership – Paul Leahy was in attendance to present the sponsorship request for \$15,000 with the Golf Council matching the amount. Paul stated that a new commercial has been produced and will air in the Spring. Robin Graf inquired if there was the option of placing advertising in secondary markets. Paul stated that the Golf Council has been looking to expand to Minnesota and Wisconsin. A suggestion was made to add that to

the request, however with the late timing it might not be possible. A request will be made to look into expanding into other markets for the 2024 campaign. Fred Dehner made a motion for the Camden County Business District to fund \$15,000 divided equally by \$5,000 for each category of the Business District and should additional funding come in from Miller or Morgan County, reduce the totals to not exceed the \$15,000. Aaron McArdle seconded the motion. The motion passed unanimously.

Major League Fishing – Toyota Series Event; Major League Fishing – BFL Regional Championship; Major League Fishing – BFL 2023 Series – A call was placed to Chris Hoover regarding all three requests. Chris explained that the Toyota Series has been coming to the area for several years and broadcast the weigh-ins, the date scheduled is the final and leads into the championship the first week in November.

BLF Regional Championship will have a division outside of the area which will comprise of 160-175 boaters and co-anglers. Saturday to Wednesday before the event will be practice; Thursday and Friday will have the full field and Saturday will be the top 12.

BLF 2023 Series will have three different dates and is comprised of the lower division, which is more local anglers. The weekend before will comprise of practice with the event registration late Friday and the event on Saturday. For the last event September 16 – 17, 2023, it is the last event for the season where the top 20% will move on to Sunday to compete.

A discussion was held, Gena Aldrich inquired why the request for the BLF Regional Championship was for \$7,500 for one event when the BLF 2023 Series was for \$3,500 for three different events? The BLF Regional receives more broadcast coverage and overnight stays due to the anglers being from out of the area; the BLF 2023 Series is comprised of mostly local anglers and does not receive as much broadcast coverage or overnight stays.

Gena Aldrich made a motion to fund the MLF Toyota Series Event for up to \$1,000 each from Camden Large and Camden Medium and up to \$5,500 from Camden Small; for BFL Regional up to \$1,000 each from Camden Large and Camden Medium and up to \$5,500 from Camden Small; and for BFL 2023 Series up to \$1,000 each from Camden Large and Camden Medium and up to \$1,500 from Camden Small. Fred Dehner seconded the motion. The motion passed unanimously.

(C.) Other New Business – Gena Aldrich inquired if she could get a list of the events that have been sponsored by Camden Small. Lagina Fitzpatrick stated the event funding worksheet will be updated after today's meeting and sent out via email to the board.

7. OLD BUSINESS

(A.) Camden Business District Rules & Regulations Update – Sue Pierce explained that #11, which addresses having a TCLA employee being able to be a signer on the checking accounts, will need to be voted on to be deleted, this is due to a statement made by the judge in the current litigation. Fred Dehner made the motion to update the Camden County Business District Rules and Regulations bullet #11, will be removed regarding TCLA employees being able to sign on Camden Business District checks. Sue Pierce seconded the motion. The motion passed unanimously.

(B.) Granicus Update – Tracy McKinney gave an update regarding Granicus; 1,351 letters had gone out to STR in the Camden County Business District on June 14, 2022, with an increase of 140 owners and 221 properties since May 31, 2022. There was also an increase of 14 new owners for the May report and 27 new owners for the June report as of July 26, 2022, that are remitting tax collections.

(C.) Marketing Update – Lagina Fitzpatrick gave an update on marketing; the FLW Bass Pro event held in May will be aired October 8 and 15, 2022, on Discovery; the MO Life TV episode that was filmed in September 2021 is done; ViewPoint with Dennis Quaid should have something back soon, it was reported that it would take six to eight weeks to have the first cut and it is that timeframe; Madden Media is working on an influencer coming to the area, however the cost has

changed so looking for different options and influencers; working of the voiceovers for Chiefs Radio, have an option of 8 games; Co-op submitted for the 4th quarter last week for over \$97,000; and Evan Lampe with CVB has been out shooting new images and assets to use for future marketing campaigns.

(D.) Other Old Business –

At 10:32 a.m. Gena Aldrich made a motion to go into Closed Session 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; Gena Aldrich – yes; Nicole Keever Torres – yes; Fred Dehner – yes; Sue Peirce – yes; Robin Graf – absent; Aaron McArdle – absent. The motion passed

At 11:07 a.m. a motion was made by Fred Dehner to come out of closed session. Sue Peirce seconded the motion. A roll call vote was taken; Gena Aldrich – yes; Nicole Keever Torres – yes; Fred Dehner – yes; Sue Peirce – yes; Robin Graf – absent; Aaron McArdle – absent. The motion passed.

8. FUTURE DATES-

Advisory Board Meeting is scheduled for Thursday, August 25, 2022, at 9:00 a.m.

Advisory Board Meeting is scheduled for Thursday, September 22, 2022, at 9:00 a.m.

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

9. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Nicole Keever Torres. Fred Dehner seconded the motion. The motion passed unanimously. The meeting adjourned at 11:09 a.m.