

**Lake of the Ozarks Area Business District of Camden County Advisory Board Meeting**  
**Thursday, March 24th, 2022 @ 10:00 A.M.**  
**TCLA/CVB OFFICE – 985 KK Drive, Osage Beach, MO - Camden County**

**1. CALL TO ORDER**

Business District Secretary Sue Pierce called the meeting of the Lake of the Ozarks Area Business District of Camden County Advisory Board to order at 10:01 a.m. A roll-call attendance for the Advisory Board meeting was taken:

Kay Samuelson-Present  
Fred Dehner – Present  
Sue Pierce – Present

Gena Aldrich – Present  
Nicole Kever Torres - 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, Laura Salamun, Gerry Phillips, Mary Kay von Brendel, and Cara Gerdiman.

**2. INTRODUCTIONS**

**3. APPROVAL OF THE AGENDA**

Gena Aldrich made a motion to approve the March 24th, 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** –Sue Pierce took this time to recognize and thank Kay Samuelson for her years of service to the Business District as this is Kay’s last meeting.

**5. MINUTES** – Fred Dehner made a motion to approve the Camden County Advisory Board Meeting minutes from the February 1st, 2022, meeting. Kay Samuelson seconded the motion. The motion passed unanimously.

**6. NEW BUSINESS**

(A.) Approval of the Funding Disbursement Report #304 & #305. Sue Pierce made a motion to approve the funding disbursement report #304 & #305 on behalf of the Lake of the Ozarks Area Business District of Camden County. Gena Aldrich seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request:

Ozarks Amphitheater request for \$10,000 for marketing the 2022 Concert Season. Mary Kay von Brendel was present on behalf of the venue. Mary Kay shared last year’s concert numbers with the board. Mary Kay shared the Amphitheater was listed number 59 out of the top 100 amphitheaters in the country. They are working on getting the venue up to rival with Red Rock. Their estimation is they filled 7,500 to 8,000 hotel rooms last year. Mary Kay stated they were looking for marketing funding to market this year’s concert heavily in the St. Louis area. Fred Dehner made a motion to approve \$6,000 in funding, \$2,000 for each category (small, medium, and large). Kay Samuelson seconded the motion. In discussion Lagina Fitzpatrick stated that she will deliver a banner to Mary

Kay to hang at the Venue this season as well as get them a link to funlake lodging to promote. The motion passed unanimously.

Crossover Sporting Clay Tournament- Gerry Phillips and Cara Gerdiman were present on behalf of the event. They are seeking \$2,000 for this fundraising event that benefits the fall three-day Crossover Festival. Gena Aldrich made a motion for \$1,000 in cash to be used for the Spring Clay event and \$400 in sponsored Facebook post to promote the fall Crossover event. Sue Pierce seconded the motion. It was noted during discussion that the event would also be listed on the funlake events page. The motion passed unanimously.

GWR Largest Parade of Boats are requesting \$2,000 in sponsorship to market the event. Lagina Fitzpatrick and Heather Brown are part of the planning organization for the event. Heather presented details that the parade will take place on June 11<sup>th</sup>. The event has been moved this year to the Glaize Arm to help ensure a no wake event. Fred Dehner made a motion to sponsor the event up to \$2,000. Sue Pierce seconded the motion. The motion passed unanimously.

The National Professional Fishing League is requesting host fees to bring an event to the Lake in 2023. Lagina Fitzpatrick stated the organizer used to work with the Terrell's and Big Bass Bash. Lagina had reached out to the Fishing Committee Chair, Bill Morgan, and Bassing Bob. Neither were in favor of supporting the event. Gena asked why they were not present to talk about the event. Lagina responded they are not local folks. Nicole Kever Torres made a motion to table this funding request until the next meeting and asked the organizer to be available via phone or zoom. Sue Pierce seconded the motion. The motion passed unanimously. Lagina Fitzpatrick will make that request.

(C.) Camden Medium Special Election-Lagina Fitzpatrick stated that with Don Neuharth's resignation there was a vacant seat in Camden Medium and direction was needed on how to proceed filling the slot. Gena Aldrich made a motion to hold a special election to fill the Camden Medium vacant seat and have the Camden County Clerk oversee the voting at the Clerk's office. Fred Dehner seconded the motion. The motion passed unanimously.

(D.) Appoint Business District President-Lagina stated that Don Neuharth was the President of the District and a new President needed to be elected. Fred Dehner nominated Sue Pierce for President of the Business District. Gena seconded the motion. The motion pass unanimously.

Sue Pierce had been serving as the secretary for the Business District. Sue Pierce made a motion for Gena Aldrich to serve as the secretary for the Business District. Fred Dehner seconded the motion. The motion passed unanimously.

(E.) Other New Business-Sue Pierce stated she had a conversation with Michael Spriggs and Laura Salamun about the posting of the Camden Business District Meetings as well as how the information for meetings is sent out. Sue inquired why Laura did not receive the same information as the Advisory Board? Lagina Fitzpatrick responded that she did receive the same packet as the board. Lagina added that the Financial are sent out at a later date as the CPA does not supply that information until the week of the meeting. That information is available at the Business District meeting. Laura Salamun stated as long as it is available, that was fine. Sue Pierce made a motion for staff to send out meeting notices for any meetings that the Advisory Board would be involved to all Camden lodging properties through Constant Contact and urging the CVB webmaster to get the Business District webpage in place quickly. Gena Aldrich seconded the motion. Lagina Fitzpatrick stated in discussion that only 8-10% of the entire membership open the emails sent out.

Heather Brown stated she would discuss with the Eric, the webmaster, to get the new website structure in place. The motion passed unanimously.

## **7. OLD BUSINESS**

(A.) FY22 Audit-Lagina Fitzpatrick stated she had sent out an RFP for audit proposals for the Business District. At this time, only one has been received. One company declined and no responses from the others. Lagina will follow up and provide the proposals to the Business District.

(B.) TCLA Board Appointment- Lagina Fitzpatrick stated since the TCLA By-Law revision had passed, the Business District needed to vote on their transition rep. Nicole Kever Torres stated that Lance Utley has expressed interest. Lagina noted the Camden Business District term is for two years. Nicole Kever Torres made a motion for Lance Utley to serve the two-year term on the TCLA Board on behalf the Business District of Camden County. Kay Samuelson seconded the motion. The motion passed unanimously.

(C.) FY23 Budget & Marketing Plan Update- In the essence of time, it was discussed that Lagina would email out the draft of the FY23 Marketing Plan and FY23 Business District Budget to the Advisory Board.

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

## **8. FUTURE DATES-**

Advisory Board Meeting is scheduled for Thursday, April 28<sup>th</sup> at 9:00 AM.

Advisory Board Meeting is scheduled for Thursday, May 19<sup>th</sup> at 9:00 AM.

Advisory Board Meeting is scheduled for Thursday, June 23<sup>rd</sup> at 9:00 AM.

## **9. 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 11:34 a.m.