

Lake of the Ozarks Area Business District of Camden County Annual Meeting
Thursday, March 28, 2024, at 2:00 p.m.
TCLA/CVB OFFICE – 985 KK Drive, Osage Beach, MO - Camden County

1. CALL TO ORDER

Business District Chairperson Sue Pierce called the Annual meeting of the Lake of the Ozarks Area Business District of Camden County to order at 2:01 p.m.

Advisory Board Members Present:

Russell Burdette
Craig Searl

Gena Aldrich
Fred Dehner

Aaron McArdle

Absent:

Kay Samuelson

Non-Voting Advisory Board Member:

Presiding Camden County Commissioner Ike Skelton - Absent

Also present: Erin Burdette with Your Lake Vacation; Michael Sprigg with Point Randall Resort; Chanceton Barker, Faith Bowen, and Heather Brown with the Convention & Visitor Bureau; Lagina Fitzpatrick and Tracy McKinney with TCLA.

2. APPROVAL OF THE AGENDA

Fred Dehner made a motion to approve the March 28, 2024, Lake of the Ozarks Area Business District of Camden County Annual Meeting agenda. Aaron McArdle seconded the motion. The motion passed unanimously.

3. INTRODUCTION OF ADVISORY BOARD, STAFF & GUEST

4. APPROVAL OF ANNUAL MEETING MINUTES

Aaron McArdle made a motion to approve the March 23, 2023, Lake of the Ozarks Business District of Camden County Annual meeting minutes. Gena Aldrich seconded the motion. The motion passed unanimously.

5. OVERVIEW OF THE BUSINESS DISTRICT AND TCLA STRUCTURE

(A.) Advisory Board Officers – For the Camden County Business District, Russell Burdette is the Chair, Gena Aldrich is the Secretary, and Fred Dehner is Treasure and Budget Officer.

(B.) TCLA Administration & Marketing Support – The Camden County Business District has a signed agreement with TCLA to handle duties, a brief description was given of the duties. A complete list of the duties is listed on the signed agreement and available to review. TCLA is the DMO, Destination Marketing Organization for Camden County.

6. BUSINESS DISTRICT BUDGET

(A.) Tax Collection Update – Through January 2024, Camden County Small, 1 – 50 properties have seen an increase of 19.88%; Camden County Medium, 51 – 300 properties are reporting up 0.09%; Camden County Large, 301+ is down at 1.17%. Camden County Business District ended FY23 for Camden County Small at an increase of 25.25%; Camden County Medium down at 10.64%; and Camden County Large at an increase of 14.34%.

(B.) FY24 Budget to Date – The current cash position of Camden County Small \$1,280,335; Camden County Medium \$673,671; and Camden County Large 888,887. The Camden County Business District approved \$1,500,000 for the FY24 Joint Marketing Budget with \$942,597

allocated through the end of February. The Camden Business District approved \$26,050 for business administration, this includes an annual audit, accounting services, Business District board insurance, and legal fees. \$36,843 has been allocated to date, the overage is due to legal fees totaling \$33,839.

(C.) FY25 Budget – The FY25 Camden County Business District Budget was approved in the January meeting, the fiscal year runs July 1, 2024, to June 30, 2025. The board estimated revenue in FY25 is \$2,613,000. Expenses are budgeted at \$2,538,550, including operational expenses, special events and joint marketing expenses.

7. BUSINESS DISTRICT MARKETING

(A.) FY24 Marketing Update - The Camden County Business District approved the FY24 Joint Marketing Plan and has been updated as needed. TCLA, as DMO, was able to apply for Matching Marketing Grants through the Missouri Department of Tourism in FY24 for a total of \$250,000.

(B.) FY24 Sponsored/Funded Special Events – The Camden County Business District has approved funding several events this past fiscal year.

(C.) FY25 Marketing Plan – The FY25 Marketing Plan was approved in January. The marketing plan includes producing four new TV commercials and funds allocated to promote those commercials. The marketing plan is a fluid document and will be updated as needed.

8. BUSINESS DISTRICT RULES & REGULATIONS UPDATE

The Camden County Business District operates under the current by-laws; however, rules and regulations were approved.

9. 2024 BUSINESS DISTRICT ELECTIONS

The Camden County Clerk is handling the Business District elections. There were four seats up for election. Two unexpired seats, one in the Large category and one in the Medium category and two expired seats, one in the Small category and one in the Medium category. There was only one candidate per open seat that was self-nominated. Since it was uncontested race, the nominees were declared winners by the Camden County Clerk. For the Camden County Small Seat – Gena Aldrich with Lake Breeze Resort; Camden County Medium Seat – Aaron McArdle with Alhonna Resort and Craig Searl with Inn at Grand Glaize; Camden County Large Seat – Kay Samuelson with the Lodge of Four Seasons. All questions are directed to the Camden County Clerk.

10. Q & A

Michael Spriggs inquired to the increase in the Camden County budget the and the item line TCLA services. The cost of doing business has increased, this has caused an increase in the budget line. Since there was not a copy of the TCLA budget on hand, Lagina Fitzpatrick will send a copy of the budget to Michael.

11. ADJOURN - There being no further business to discuss, a motion to adjourn the meeting was made by Aaron McArdle. Gena Aldrich seconded the motion. The motion passed unanimously. The meeting adjourned at 2:30 p.m.