

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

Thursday, May 19, 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 – Absent

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: Lagina Fitzpatrick, Heather Brown, Laura Salamun, Michael Spriggs, and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Fred Dehner made a motion to approve the May 19, 2022, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting agenda as presented. Nicole Kever Torres seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS – None at this time.

5. MINUTES – Sue Pierce made a motion to approve the Camden County Advisory Board Meeting minutes from the April 28, 2022, meeting. Gena Aldrich seconded the motion. The motion passed unanimously.

6. NEW BUSINESS

(A.) Approval of the Funding Disbursement Report #307 – Funding Disbursement Report #307 was presented. Sue Pierce inquired if TCLA was responsible for the cost of breakfast at the Missouri Division of Tourism Road Show, Lagina Fitzpatrick stated that no, the fee of \$15.00 for each person registered will be reimbursed from MDT and that will offset the cost that was spent. With there being no other questions, Gena Aldrich made a motion to approve the Funding Disbursement Report #307 as presented. Fred Dehner seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request:

BikeFest 2022 – September 14 – 18, 2022 – Heather Brown was present with the BikeFest Committee with a request for \$10,000 sponsorship for BikeFest 2022. Lagina Fitzpatrick gave a brief history of what has been funded in the past; FY20 TCLA funded \$10,000 that was budgeted in, FY21 Miller County funded \$500, and FY22 the Business District of Camden - Small Category funded \$1,000, Medium Category funded \$1,000, and Large Category funded \$500, along with Miller County Business District funded \$500 for a total of \$3,000. Lagina also stated that Morgan County Business District met and agreed to fund \$1,000 for BikeFest 2022. Heather explained that the information that was gathered last year was from the passport program, there was a sampling of 858 bikers that were from 21 different states other than Missouri, as a committee they are

looking to expand marketing outside of the state with Geo-tracking and Geo-fencing. There is also the idea to extend the event to a whole week. Heather added that last year Harley Davidson moved the Lake of the Ozarks BikeFest to a Level Two Tier, Sturgis is a Level One, what this means is more involvement from Harley Davidson. Heather stated that Eldon is becoming more involved in the event with the hopes of adding a Vendor Village to the area, along with the Versailles area. Heather also explained that the BikeFest Committee spends all money that is donated to marketing the event. Nicole Kever Torres inquired if there has been an increase in attendance to the event, Heather stated that it is hard to get an exact number, however, there has been an increase at what is considered. Michael Spriggs inquired as to why last year after receiving \$3,000 the committee is asking for \$10,000, Heather stated that last year \$10,000 was requested, however only \$3,000 was funded and the additional money will be used on Geo-targeting and Geo-fencing what will reach more people. Fred Dehner made a motion to fund up to \$5,000, after a discussion, Gena Aldrich stated that she would like to see each category of the Camden Business District each fund \$2,000 due to the draw of the event. Fred Dehner amended his motion to fund BikeFest 2022 \$6,000 from the Camden County Business District; each category will fund \$2,000. Gena Aldrich seconded the motion. The motion passed unanimously.

Point Randall Summer Fireworks 2022 – Michael Spriggs from Point Randall Resort is requesting a total of \$3,500 to fund fireworks for the Memorial Day, Fourth of July, and Labor Day holidays. Michael explained that for the past 15 years he has put on a Fourth of July fireworks show from his resort at the 2MM, during the show the cove is filled with boats and Celebration Cruise will also anchor outside of the cove. The fireworks show is also seen from several condominium complexes in the area. The request was presented to Miller County Business District and the Advisory Board has agreed to fund up to \$1,750. Michael reminded the board that last year he had requested \$500 for the Labor Day holiday that Camden County Small Business District had approved. Sue Pierce made a motion to fund up to \$1,750 for the Point Randall Summer Fireworks 2022 split between Camden County Small and Medium Business Districts. Gena Aldrich seconded the motion. The motion passed unanimously.

(C.) Other New Business – Lagina Fitzpatrick reported that Miller County Business District has a request to a medium campground owner to represent Miller County on the TCLA Board, there has not been a decision as of yet. There is a tentative TCLA Board meeting scheduled for Thursday, May 25, 2022, at 10:00 a.m.

7. OLD BUSINESS

(A.) The National Professional Fishing League – Fall 2023 - \$25,000 – Lagina Fitzpatrick reported on the follow up for the National Professional Fishing League, she had reached out to two different areas that held the events, first Lake Hartwell, SC. Lagina explained that the event exceeded their expectations, they had over 1,000 room nights, the community highlights were great, they did an community outreach, partnering with the United Way, went into local schools where they read to the kids and showed their boats. The anglers also donated fishing poles and tackle to the local library that has a program to take out the equipment to fish similar to the library books. The other location that held an event was Wright Patman Lake, TX, which stated that it was a great event, had over 700 room nights, with the majority of the anglers staying a week, had a great crowd at the weigh in, and would like to host the event again. A discussion was had regarding the event with the possibility of funding. A comparison was made between Big Bass Bash, MLF events, and the National Professional Fishing League, it was agreed that Big Bass Bash brings in anglers of all types and ages which creates overnight stays. MLF events are professional anglers, is limited to overnight stays, however it is a market buy that get exposure to the Lake Area. It was agreed upon that this is a new event and there is still an uncertainty of how it will impact the Lake Area, the request has not been seen by Miller County Business District. Gena Aldrich made a motion to fund the National Professional Fishing League for \$5,000 from Camden Small Business District. Sue Pierce seconded the motion. The motion passed unanimously.

(B.) Other Old Business – No other old business at this time.

8. FUTURE DATES-

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.

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

9. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Fred Dehner. Nicole Kever Torres seconded the motion. The motion passed unanimously. The meeting adjourned at 10:11 a.m.