

**Camden County Advisory Board Meeting**  
**Thursday, May 23, 2024, at 1:00 p.m.**  
**TCLA/CVB Office – 985 KK Drive, Osage Beach, MO – Camden County**

**1. Call To Order**

Business District Chair Russell Burdette called the meeting of the Lake of the Ozarks Area Business District of Camden County Advisory Board to order at 1:04 p.m. A roll call attendance for the Advisory Board meeting was taken:

Fred Dehner – Absent  
Gena Aldrich – Present  
Kay Samuelson – Present

Aaron McArdle – Present  
Russell Burdette – Present  
Craig Searl – Present

Non-Voting Advisory Board Member:  
Presiding Camden County Commissioner Ike Skelton – Absent

A quorum was present for the meeting.

Also, present were Heather Brown, Greg Sullens with Benne Media/Aquapalooza, Mike Jones with Fish Camp, Paul Albers with National Crappie League, Joe Chabino with Operation Freedom Exchange, Amy Hernandez with Branches for the Lake, Janice Gentile with Magic Dragon Trails, Michael Spriggs with Point Randall Resort, and Lagina Fitzpatrick.

**2. Introductions**

Introductions were made.

**3. Approval of the Agenda**

Aaron McArdle made a motion to approve the May 23, 2024, 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**

Michael Spriggs mentioned he had questioned the TCLA Service Fees doubling from FY24 to FY25 in the March annual meeting. He wanted to clarify he had looked at the Year-to-Date line and not comparing year to year. They have not doubled from last year. He thanked Lagina Fitzpatrick for responding to him quickly with a response.

**5. Minutes**

Aaron McArdle made a motion to approve the April 25th, 2024, Lake of the Ozarks Area Business District of Camden County Advisory Board meeting minutes. Craig Searl seconded the motion. The motion passed unanimously.

**6. Municipalities and Chamber of Commerce Updates**

Heather Brown with the Lake of the Ozarks Convention & Visitor Bureau reported that the 2024 Restaurant Guide is here and deliveries are being made and will be done for the holiday weekend; Spring Harbor Hop was a success with 1,296 hoppers; the CVB Board approved the CVB FY25 Budget this week and they have three board seats up for election this year and the CVB Board will appoint their Executive Committee at the June meeting.

**7. Tax Collection Report**

The lodging tax collection report is through March. Camden Small is reporting an increase of 19.44% with Camden Medium down 6.99% and Camden Large down 9.08%. Combined all three counties, Camden, Miller, and Morgan are reporting an increase of 5.16%

## **8. New Business**

(A.) Approval of the Funding Disbursement Report #331 – The Camden County Funding Disbursement Report #331 was presented, with no questions Gena Aldrich made a motion to approve funding disbursement report #331. Aaron McArdle seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request –

Magic Dragon Trails – The request had been presented at the April meeting to have the Magic Dragon Trails attend the meeting to clarify what the \$30,000 in requested funds would be used for. Amy Hernandez gave an overview of the \$5 million dollar project. Russell Burdette stated the lodging tax collection funds are to be used for marketing and promotions and supporting special events. Amy stated they do have events taking place at the YMCA where the trail was built, and they have another event taking place on June 15<sup>th</sup>. Russell directed them to reach out to Lagina Fitzpatrick and the events can be supported with sponsored Facebook posts. Amy stated they are making a trip to Bentonville, AR soon to meet with those folks about their trails and invited Lagina or anyone who was interested from the board to join them. A discussion took place to assist in other ways since the lodging tax funds cannot be used in this manner.

Lake of the Ozarks Fish Camp– Mike Jones presented the funding request for the Lake of the Ozarks 2024 Fish Camp. This will be a first-time event for 40 media writers. They have been doing this in other locations in Mississippi and Louisiana for 5 years. Lake Breeze is the host hotel for the event. There will be TV shows, podcasts, stories, etc. that will result from the event. Russell Burdette inquired if the event would take place if it was not fully funded. Mike stated it would not take place if it was not fully funded. The board discussed it was a marketing buy all about fishing. Kay Samuelson mentioned the National Crappies Expo is at the Lake in March 2026 and The Lodge of Four Seasons is hosting and this would be a good marketing piece to attract more to that event. Heather Brown asked since it was a marketing buy if there were funds in the TCLA budget that could cover the request. Lagina Fitzpatrick stated all the TCLA marketing funds had been allocated already. Russell Burdette made a motion to fund the event for the full \$18,000, Camden Small at \$9,000, Camden Medium at \$4,500 and Camden Large at \$4,500. Aaron McArdle seconded the motion. The motion passed unanimously.

Lake of the Ozarks Jeep Invasion- Joe Chabino with Operation Freedom Exchange presented the funding request for the Lake of the Ozarks Jeep Invasion. The event is 100% non-for-profit with all proceeds this year going to K9s on The Front Line in Jefferson City, the hope is to raise enough for a new building. The event on Friday, September 27, 2024, will take place on the Bagnell Dam Strip. There are about 900 spots available, most spots are registered at this time. Saturday, September 28, 2024, will be a Poker Run/Passport event that will take place over the entire Lake area. This is the first year, however, it is planned to become an annual event. Marketing is being done on social media and volunteers will participate in other Jeep Invasion events to hand out flyers and advertise the Lake of the Ozarks Jeep Invasion event. Morgan County Business District approved up to \$2,500 for the Lake of the Ozarks Jeep Invasion, Miller County Business District approved up to \$2,500 for the event. Russell Burdette made a motion to approve up to \$2,500 for the Lake of the Ozarks Jeep Invasion with the other business district being adjusted accordingly. Gena Aldrich seconded the motion. The motion passed unanimously.

Aquapalooza- Greg Sullens with Benne Media presented the funding request for Aquapalooza 2024 scheduled for July 20, 2024, at Captain Ron's Bar and Grill. This is the first-time funds have been requested since 2020. Due to the increase in the cost of products and services and the loss of sponsorship the request is being presented to the Business Districts. Morgan County Business District approved up to \$2,500 for Aquapalooza, Miller County Business District approved \$1,000 for the event. Gena Aldrich made a motion to approve \$1,500

split evenly between Small, Medium, and Large categories. Aaron McArdle seconded the motion. The motion passed unanimously.

Point Randall Fireworks-Michael Spriggs with Point Randall presented the funding request. The request is to assist with the firework shows that take place at the Resort at the 2mm. The firework shows will take place on the Sunday night of Memorial Day weekend, on the 4<sup>th</sup> of July and on the Sunday night of Labor Day weekend. Miller County Business District approved \$1,500. Camden County Business District does have \$1,000 already allocated in their budget for the event. Russell Burdette made a motion to approve \$4,500 split evenly between small, medium, and large categories. Craig Searl seconded the motion. The motion passed unanimously.

Major League Fishing Toyota Series- The Major League Fishing Toyota Series has taken place at the Lake several times, this is a qualifier for the Major League Fishing Tackle Warehouse Pro Circuit. This year, the Lake area has the chance of hosting two events, one in the spring and one in the fall. Major League Fishing is a good marketing opportunity for the area. For both events, the request is for \$18,000, which is still lower than the normal requested amount for MLF. Miller County Business District approved \$2,000. The board discussed it was great media exposure for the Lake and the date were good for the Lake. Russell Burdette made a motion to approve \$2,000 from small, \$7,000 from Medium and \$7,000 from Large. Kay Samuelson seconded the motion. The motion passed unanimously.

Major League Fishing College & High School-Major League Fishing High School & College has been at the Lake for several years. The event will take place in the fall of 2025 out of PB#2. The event will normally have over 250 boats with 2 or 3 anglers in the boat. Miller County Business District approved \$1,000 for the event. Russell Burdette made a motion to approve \$4,000 from Camden Small. Aaron McArdle seconded the motion. The motion passed unanimously

(C.) Other New Business – None at this time.

## **9. Old Business**

(A.) Marketing Update for Geofencing- Lagina Fitzpatrick gave an update on the fiscal year Geofencing for Leisure and Group Market to date.

(B. ) Other Old Business – Russell Burdette discussed the status of business levels at the Lake in relation to the lodging tax and more short-term rentals in compliance with collecting and remitting the tax.

## **10. Future Dates**

Camden County Advisory Board meeting is scheduled for Thursday, June 27, 2024, at 1:00 p.m.

Camden County Advisory Board meeting is scheduled for Thursday, July 24, 2024, at 1:00 p.m.

## **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 was adjourned at 2:58 p.m.