

MINUTES OF THE SPECIAL MEETING OF THE BOARD OF ALDERMEN  
OF THE CITY OF OSAGE BEACH, MISSOURI

October 14, 2014

The Board of Aldermen of the City of Osage Beach, Missouri, met for a special meeting on Tuesday, October 14, 2014 at 6:30 p.m. at City Hall. The following were present: Mayor Penny Lyons, Alderman Steve Kahrs, Alderman Phyllis Marose, Alderman John Olivarri, Alderman Kevin Rucker, Alderman Ron Schmitt and Alderman Tom Walker.

Others present were Assistant City Administrator Jeana Woods, City Attorney Ed Rucker, Public Works Director Nick Edelman, Police Chief Todd Davis and City Clerk Diann Warner.

**Discussion of Osage Beach Citizen Advisory Committee Recommendations for Osage Beach Parkway West of the Grand Glaize Bridge.**

Mayor Lyons said she appreciated the work the Osage Beach Citizen Advisory Committee has done.

Assistant City Administrator Jeana Woods said she reviewed the recommendations and added staff comments.

Short term ideas:

Create a video to showcase the City. Use aerial photos for commercials which could be available to local businesses for use at boat shows to promote Osage Beach. Promote the City to encourage people to shop and build here or to stay here. Highlight the availability of housing, and utilities like water, sewer and gas. Cost share with the Convention and Visitor Bureau.

List businesses on the City's web site by category. A good time to start would be next spring during business license renewals. Work with Tri County Lodging to promote the City and businesses. Work with organizations to distribute the video and to get assistance from organizations that have experience.

Shawn Kober from Lake TV was present and said their mission is to promote this area. They have been providing video productions in the lake area for seven years. He offered to make a ten minute presentation at a future Board meeting.

Geniece Tyler, Chairman of the Osage Beach Citizen Advisory Committee, said social media is a great resource. Use social media such as Facebook, Twitter, You Tube; encourage businesses, residents and tourists to post fun things they have done in Osage Beach. SCORE has a workshop on social media coming up and they might be able to help.

Ideas were to expand the use of billboards and use of the electronic sign; look into erecting an electronic sign and find out the cost of same on City property that abuts the expressway. The cost of leasing the electronic billboards for the two years is \$60,000.

The job descriptions for the position of Assistant City Administrator and the City Planner are being changed to include community development responsibilities. A short discussion ensued regarding whether a full time person with dedicated responsibilities for economic development was needed. Assistant City Administrator Woods said the job descriptions are being expanded and her opinion is that the City is not ready for a full time position at this time. She added that it is common for the City Planner to be involved in economic development. It was noted that the budget will include a

secretary to alleviate some of the work load.

Mayor Lyons reported that over the last fifteen years, staff has handled \$420 million of economic development which is an average of \$30 million per year. She added that all current activities are handled in house. She also said the City Planner has been working with one company that plans to locate in Osage Beach.

Other ideas:

- Simplify the event permit process
- Allow open containers, possibly designate an area for alcohol consumption
- Open the Grand Glaize Airport for a weekend or for an event
- Obtain traffic counts after the cantilever sign at the west end was installed
- Increase the number of times the intersections are mowed
- Add block numbers or color coding to existing signage
- Develop a simple map to help navigate the parkway
- Create an app for Osage Beach
- Encourage people to update their GPS service
- Ask the Park Service if primitive camping could be allowed at Public Beach No. 2
- Create a video highlighting the amenities available
- Shop Small the Saturday after Thanksgiving
- Find out the status of the Katy Trail extension in Eldon; send a letter of support if needed
- Find out if there are other flat tracts of land available for use for economic activities
- Do short 30 second commercials in other states.

Alderman Rucker suggested that the City be open to any suggestion or idea and to accommodate whenever possible.

There being no further business to come before the Board of Aldermen, the meeting adjourned at 7:55 p.m.

  
Diann Warner, City Clerk

  
Penny Lyons, Mayor

**APPROVED**  
*10/14/14*  
*DEW*