

MINUTES OF THE CITY OF OSAGE BEACH, MISSOURI

CITIZEN ADVISORY COMMITTEE

December 2, 2020

The Citizen Advisory Committee of the City of Osage Beach, Missouri, met via Zoom Video Conferencing on Wednesday, December 2, 2020 at 6:00 p.m. The following were present confirmed by roll call: Chairman Luke Hagedorn, Gloria O'Keefe, Chris Gilstrap, Darline Schmitt, Geniece Tyler, Diana Dorhauer, Janell Bednara, Cory Booth and Jim Morris. Helen Gross joined meeting at 6:15 p.m. Absent: Denise Gilstrap, Paula Brown, and Rebecca Rupard. Also present were Board of Aldermen President Richard Ross and Administrative Assistant Angel Quade performing the duties of the City Clerk's Office.

APPROVAL OF MINUTES

Member Chris Gilstrap made a motion to approve the minutes from the November 4, 2020 meeting. This motion was seconded by Member Darline Schmitt. Motion passes unanimously with voice vote.

DISCUSSION ITEMS

A. PRESENTATION – TIM JACOBSEN

- After 15 years with CVB, moving to Ft. Smith, Arkansas to oversee their CVB and Economic Development.
- CVB is not just about promoting the Lake area but about economic development.
- Economic Development should be the forefront of all municipalities.
- Events are not the way to go, they bring in monies for a short amount of time but they are short term and lots of work
- Need economic development to bring in long term monies
- Biggest asset for Osage Beach is expressway
- Need to promote businesses along expressway – fast food, gas stations – have to go get them, they won't come on their own
- Need a full time, paid individual to do economic development for municipalities
- Challenge all of you to google "The Golden Triangle" story from 60 minutes about one person who brought in businesses to this dying area.

Chairman Hagedorn thanked Mr. Jacobsen for speaking during this meeting and for his years of service to the Lake area, wishing him well in his future endeavors. Chairman Hagedorn plans to schedule more speakers for future meetings.

B. CITY UPDATE – ALDERMAN ROSS

- BOA in the midst of budget prep, debating whether we should use CIT funds to purchase "wants" not "needs". More conversation regarding this will be done at tomorrow nights meeting.
- Second reading regarding "Shouses" on the agenda tomorrow

- Staffing is still short in PD and Sewer Departments, if you know of anyone send them our way

CHAIRMAN HAGEDORN

- Janell Bednara, Alderman Marose and I went to tour the Lee C Fine Airport and learn a lot from Ty Dinsdale, Manager regarding past services, amount of hangars, etc. I was really surprised and learned a lot about the possibilities.
- Janell Bednara added had a great meeting with Ty who has fantastic ideas for improving the airports. I know Richard Ross says there is no monies for hangars but additional hangars could bring in more monies. Also, neighboring cities use Lee C Fine and Osage Beach pays for it all. Twice Ty has recommended Lake Ozark and Sunrise Beach assist in funding and to build more hangars.
- Chairman Hagedorn asked Alderman Ross if there is any update with Kings Plaza? Alderman Ross stated not really but will try to find out before next meeting. The side of the shopping center with Randy's is operating again but the rest is not.
- April 6th Municipal Elections are coming up. Registration opens December 15th and closes January 19th.
- Holiday Lights at the Park is happening, be sure to check it out.
- Citywide Leaf Pick Up is happening now.
- Set up groups to visit airports and parks, would like to take a tour of PD. Will be contacting Chief Davis to set something up.
- We as a group not only represent the citizens and report to the Board but we are a great conduit between the City and citizens as well.

C. PROMOTION OF THE CITY OF OSAGE BEACH

- City needs to do a better job with social media and getting events out to the public.
- Holiday Lights isn't on the Parks or City's facebook page

Administrative Assistant Quade spoke up and advised she is over the City's media and that Chairman Hagedorn is correct Holiday Lights is not on Facebook and will be remedied first thing tomorrow. However the website does have Holiday Lights on the home page. The City completes Press Releases for events and activities and sends those out to the media via email, it is up to them whether or not to promote. The City has 3 Facebook Pages (City's main page, Parks and PD) all City events are posted on main page and shared to other pages. We also have Instagram, Twitter and YouTube. It is a lot for one person to oversee and sometimes things get overlooked but we will do a better job. Also, have not had many events to advertise this year.

D. EVENTS – NEW AND/OR EXISTING

- Interested in working with Lake Area Chamber Events Committee
- Event would be a band-aid but would still benefit the City

E. MARKETING OPTIONS

- Addressed in discussion of item C

F. OTHER SUGGESTIONS

- Alderman Ross advised Rotary's Candyland is open at Stonecrest Mall and the YMCA and is in need of shoppers.

- Chairman Hagedorn advised of Chamber meetings via Zoom at 9 am on Wednesdays, don't have to be a member to attend. Very informational.
- Economic Developer position – what is the consensus, should we take it to the Board of Aldermen.
 - Discussion was made whether or not to summarize and bring to BOA; whether subcommittees were to do this; determine types of events and take to Board; does there need to be budgeted funds already; make recommendations and not worry about budget, that is up to Board and staff.
- Cory Booth made a motion to have City seek an Economic Development position. This motion was seconded by Janell Bednara.
Motion passes 10 ayes and 1 nay by voice vote:

Ayes: Luke Hagedorn, Gloria O'Keefe, Darline Schmitt, Helen Gross, Geniece Tyler, Diana Dorhauer, Janell Bednara, Cory Booth, Jim Morris.
Nays: Chris Gilstrap

- Chris Gilstrap was asked why again? Gilstrap advised discussion should have been made prior to the vote but that he feels not enough discussion has been made on the validity of having a sole person to move forward.
- Chairman Hagedorn asked if the committee should ask the City to explore it? Gilstrap agreed it should be brought to the BOA to have staff do research.
- Questions on whether motion could be amended.
- Alderman Ross stated can't make new motion after voted on. This group needs to put all their ideas together and give to the Board.
- Put this on back burner, work with commercial real estate agents, get more info and give Board options.
- Get a vision, recommend grand plans later
- We make recommendations

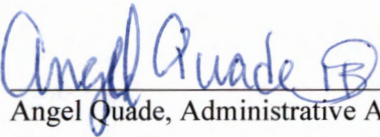
FUTURE MEETINGS

Gloria O'Keefe made a motion to have next meeting via Zoom on Wednesday, January 6, 2021 at 6 p.m. This motion was seconded by Cory Booth. Motion passes unanimously by voice vote.

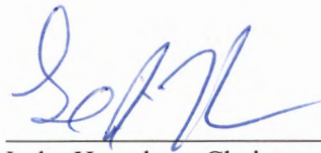
ADJOURN

The meeting adjourned at 7:39 p.m.

I, Angel Quade, Administrative Assistant at the City of Osage Beach, Missouri, do hereby certify that the above foregoing is a true and complete journal of proceedings of the Osage Beach Missouri Citizens Advisory Committee Meeting on December 2, 2020 and approved January 6, 2021.



Angel Quade, Administrative Assistant



Luke Hagedorn, Chairman