

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday, April 16, 2024, at 10:00 a.m.
The Resort at Lake of the Ozarks/Encore
Encore Board Room – 3080 Bagnell Dam Blvd, Lake Ozarks, MO – Miller County

1. Call To Order

Business District Chair Merlyn Vandervort called the meeting of the Lake of the Ozarks Area Business District of Miller County Advisory Board to order at 9:58 a.m. A roll call attendance for the Advisory Board meeting was taken:

Russell Burdette – Present
Merlyn Vandervort – Present

Non-Voting Advisory Board Member:
Miller County Presiding Commissioner Kevin Cardwell – Present

A quorum was present for the meeting.

Also, present were Lagina Fitzpatrick, and Tracy McKinney.

2. Introductions

3. Approval of the Agenda

Russell Burdette made a motion to approve the April 16, 2024, Lake of the Ozarks Area Business District of Miller County Advisory Board meeting agenda. Merlyn Vandervort seconded the motion. The motion passed unanimously.

4. Public Comments

None at this time.

5. Minutes

Russell Burdette made a motion to approve the March 19, 2024, Lake of the Ozarks Area Business District of Miller County Advisory Board meeting minutes. Merlyn Vandervort seconded the motion. The motion passed unanimously.

6. Lodging Tax Collection Report

The lodging tax collection report is through February with Miller Small at an increase of 13% and Miller Medium at an increase of 53.62%. Camden, Miller, and Morgan County combined are at an increase of 6.64%.

7. Municipalities and Chamber of Commerce Updates

Miller County Presiding Commissioner Kevin Cardwell shared the Swing Bridge Bond passed at the April 2, 2024, election. The bond will help to repair the bridge now that it is on the National Registry of Historic Places.

8. New Business

(A.) Approval of the Funding Disbursement Report #330 – The Miller County Funding Disbursement Report #330 was presented for review. With no questions Russell Burdette made a motion to approve funding disbursement report #330. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Lake of the Ozarks Air Show – The Lake of the Ozarks Air Show request was sent to the Camden County Business District only, however it was agreed that it is a Lake wide event and should be heard by Miller and

Morgan County also. Camden County Business District has approved \$3,000 for the 2024 Lake of the Ozarks Air Show out of the \$5,000 requested. Morgan County Business District will hear the request at a later date. The show is well attended by both local residents and visitors from outside the Lake area. Russell Burdette made a motion to approve \$1,000 for the Lake of the Ozarks Air Show. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Versailles Olde Tyme Apple Festival – The Versailles Olde Tyme Apple Festival has increased the attendance over the years and with very limited lodging in the area, attendees stay outside of Morgan County. The funding request increased from last year with the expectation of more marketing on the event. Last year, Miller County Business District approved \$1,000 for the Apple Festival. The Camden and Morgan County Business Districts will meet later to discuss funding. Russell Burdette made a motion to fund \$2,000 for the Versailles Olde Tyme Apple Festival. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Lake of the Ozarks Shootout – Lake of the Ozarks Shootout presented a funding request for \$20,000 at the TCLA/Joint Business District meeting held on April 10, 2024, for Camden, Miller, and Morgan County Business Districts. Merlyn Vandervort and Russell Burdette both agreed the Shootout is self-sustaining. Merlyn and Russell felt that a sponsorship of the event would be a better approval. Russell Burdette made a motion for approve \$2,000 to sponsor the Lake of the Ozarks Shootout with the expectation that the Miller County Business District logo will be used in marketing the event as sponsor. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Council – The Lake of the Ozarks Golf Council is a preapproved budgeted amount for \$3,000 in the Miller County Business District budget. Russell Burdette and Merlyn Vandervort both agreed to the \$3,000 amount.

Magic Dragon Trails – The Magic Dragon Trails is currently working on developing and building the walking/biking trails. The request from last year was funded for \$10,000, with Camden County Business District approving \$9,000 and Miller County Business District approving \$1,000. Last year the request was questioned if the Business Districts should be approving funds for something that is still in development and building. The feeling is that after the trails are completed and holding events, then the request should be to help market the event that will generate overnight stays to the Lake area. Russell Burdette made a motion to not fund the Magic Dragon Trails. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Lake BikeFest – The Lake of the Ozarks BikeFest is a preapproved budgeted amount for \$4,000 in the Miller County Business District budget. Russell Burdette and Merlyn Vandervort both agreed to the \$4,000 amount.

Urias Globe of Death Motorcycle Stunt Show – The Urias Globe of Death Motorcycle Stunt Show will take place during the Lake of the Ozarks BikeFest at the Resort at Lake of the Ozarks. The show is to help bring in different attractions to BikeFest. The total amount for the show is \$20,000 with the Resort at Lake Ozarks paying the rest. Russell Burdette made a motion to approve \$10,000 for the Urias Globe of Death Motorcycle Stunt Show. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(C.) Elect District Board Officers – Merlyn Vandervort made a motion to keep the board officers the same as last year, with himself as board chair and Russell Burdette as Secretary/Treasurer and Budget Officer. Russell Burdette seconded the motion. The motion passed unanimously.

(D.) Business District Audit Bids – Every year the Business Districts are required to get audited. An RFP was sent out for audits for one-year, two-years, and three-years. Only one accounting company submitted a bid. The cost has increased with the first year quoted at \$4,400, budgeted was \$4,050, second year quoted at \$5,300, and the third year quoted at \$6,400. The costs are locked in if an agreement is signed. Russell Burdette made a motion to approve the three-year agreement. Merlyn Vandervort seconded the motion. The motion passed unanimously.

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

9. Old Business

(A.) 2024 Fall Crawl – The Miller County Business District Fall Crawl is scheduled to take place on November 2, 2024. Work has started to contact venues, there are a couple that might drop out from last year, however the hope is to add new ones. It is expected to have at least five buses, more if needed. A logo for the event is being created, Merlyn Vandervort stated that he will send over the logo that he used for last year's event. The Fall Crawl and the Lake of the Ozarks Mardi Gras Pub Crawl will be tied in together to help promote the events and if the venue signs up for both, there will be a \$50 discount on the fee for the Mardi Gras Pub Crawl.

(B.) Other Old Business – Russell Burdette inquired to Kevin Cardwell the size of the Miller County Fairgrounds. A discussion was held regarding someplace big enough to hold a Renaissance Festival.

10. Future Dates

Miller County Advisory Board meeting is scheduled for Tuesday, May 21, 2024, at 10:00 a.m.

Miller County Advisory Board meeting is scheduled for Tuesday, June 18, 2024, at 10:00 a.m.

11. Adjourn

There being no further business to discuss, a motion to adjourn the meeting was made by Russell Burdette. Merlyn Vandervort seconded the motion. The motion passed unanimously. The meeting was adjourned at 10:36 a.m.