

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Wednesday, August 10th, 2022
Shawnee Bluff Winery
2430 Bagnell Dam Blvd, Lake Ozark – Miller County

1. CALL TO ORDER

Russell Burdette called the meeting of the Lake of the Ozarks Area Business District of Miller County Advisory Board to order at 1:30 p.m.

Board Members Present

Gail Griswold
Russell Burdette

Non-Voting Advisory Board Member-Present
Miller County Presiding Commissioner Tom Wright

Others present for the meeting were Lagina Fitzpatrick, Merlyn Vandervort, and Dawn Vandervort

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Gail Griswold made a motion to approve the Lake of the Ozarks Miller County Advisory Board Meeting Agenda for August 10, 2022, meeting. Russell Burdette seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS -No comments were made.

5. NEW BUSINESS

Gail Griswold stated she would like to appointment Merlyn Vandervort to the vacant Miller Medium seat. Russell Burdette stated in the past they have held a special election to fill any vacancies. The Miller Medium seat vacancy was a part of the last election with no candidates running and Merlyn did not own The Resort at The Lake of the Ozark at that time. Russell Burdette stated he was okay with the process as long as it was proper procedure. Gail Griswold stated that is how they fill vacant seats for the School Board and other alike positions. Presiding Commissioner Tom Wright also stated that was proper procedure with other alike open seats. Gail Griswold made a motion to appointment Merlyn Vandervort, owner of The Resort at Lake of the Ozarks, to the vacant Miller Medium seat that expires in April 2023. Russell Burdette seconded the motion. The motion passed unanimously.

A few funding/sponsorship requests had been submitted. Gail Griswold asked Lagina Fitzpatrick to go through the request and see if any of them needed to be approved today and what could wait. Lagina stated most of the request were for 2023 except for Lake of the Ozarks Shootout Benne Media coverage. Lagina stated that the Business District of Camden County had approved up to \$2,000 and Morgan Business District has not reviewed the request. Merlyn Vandervort made a motion to approve up to \$1,000 for the Benne Media Coverage of the 2022 Lake of the Ozarks Shootout. Russell Burdette seconded the motion. The motion passed unanimously.

6. OLD BUSINESS

(A) FY23 Miller Business District Budget & Marketing Plan-

The Miller Business District Budget was discussed and reviewed. The budget expenses include Business District yearly audit, accounting services, board insurance, legal fees, Granicus compliance fee, joint marketing budget allocation, event funding and funding for fishing tournaments. Overall expense of \$142,748.15. The Business District Current Cash Position is \$200,662.98. Russell Burdette made a motion to approve the Miller Business District FY23 budget. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

The FY23 Miller Business District Marketing Plan was discussed. Russell Burdette made a motion to approve the FY23 Marketing Plan noting it can be reviewed and updated at any time. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

(B.) FY23 TCLA-Miller Business District Agreement-Lagina Fitzpatrick was asked to present the FY23 agreement. The agreement was reviewed with the services TCLA's provides on behalf of the Business District as well as the budget allocation to the joint marketing budget with the Business District of Camden and Morgan County. A joint marketing budget allocation of \$110,000 was approved in the FY23 Miller Business District Budget. This amount is lower than last year due to the loss of a Miller Medium property that closed, Quality Inn. The breakdown of the joint budget was discussed. Merlyn Vandervort stated he would like to see an increase in the amount allotted to Group Sales which is currently 10% of the Joint Budget. Lagina Fitzpatrick inquired about Merlyn serving on the Marketing Committee to be a part of these discussions. Merlyn stated he would serve on the committee. Russell Burdette made a motion to approve the FY23 TCLA-Miller Business District Agreement for services. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

(C.) Other Old Business –

Russell Burdette stated that at the last Miller Business District meeting in June, they tabled approving the Funding Disbursement Reports and signing checks to fulfil their FY22 Joint Marketing Agreement. Russell stated he feels the Business District needs to honor that agreement and pay the amount due for FY22. Lagina Fitzpatrick was asked by Gail Griswold to explain the report to Merlyn Vandervort. Russell Burdette made a motion to approve Funding Disbursement Reports 307, 308, and 309 on behalf of the Miller County Business District, Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

General discuss took place about upcoming events and other possible events that the Business District could support. Gail Griswold mentioned to Lagina Fitzpatrick if the Bike Fest Committee needed further support to let the business district know. Merlyn Vandervort stated he would like to see more class reunions at the Lake and asked Lagina Fitzpatrick to target that market as part of the group sales efforts.

7. **ADJOURN**-A motion was made to adjourn the meeting by Gail Griswold. Russell Burdette seconded the motion. The motion passed unanimously. The meeting adjourned at 3:07 p.m.