

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday, December 20, 2022 @ 10:00 a.m.
The Resort at Lake of the Ozarks/Encore
Encore Board Room – 3080 Bagnell Dam Blvd, Lake Ozark, MO – Miller County

1. CALL TO ORDER

Business District President Russell Burdette called the meeting of the Lake of the Ozarks Area Business District of Miller County Advisory Board to order at 10:17 a.m. A roll call attendance for the Advisory Board was taken:

Gail Griswold - Present via phone
Russell Burdette – Present
Merlyn Vandervort – Present

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

A quorum was present for the meeting.

Also in attendance, Lagina Fitzpatrick and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Merlyn Vandervort made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting agenda for December 20, 2022, meeting. Russell Burdette seconded the motion. The motion passed.

4. PUBLIC COMMENTS – None at this time.

5. MEETING MINUTES

Russell Burdette made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting minutes from the November 15, 2022, meeting. Merlyn Vandervort seconded the motion. The motion passed unanimously.

6. LODGING TAX COLLECTION UPDATE

Lagina Fitzpatrick stated that the lodging tax collection is up 10.37% for all three counties. Miller County Small category is up 6.39% with Miller County Medium category down 45.14%. Miller County medium should start equaling out since the closing of Quality Inn was over a year ago.

7. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #314 – Russell Burdette reviewed the report with Gail, who was present via phone. With no questions, Russell Burdette made a motion to approve the Miller County Funding Disbursement Report #314. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed unanimously.

(B.) Funding Requests

Lake of the Ozarks Pub Crawl – February 24 – 26, 2023 – Russell Burdette gave a brief review of the Lake of the Ozarks Pub Crawl. The request is for \$3,000, Russell explained that in the past funding that has been approved has been for the busses or security provided when available for the event. Lagina Fitzpatrick stated that busses and drivers have already been secured. Camden County Business District has approved to fund up to \$3,000, Morgan County Business District will not review the request. There was a discussion regarding the breakdown of businesses that participate in the pub crawl between Camden County and Miller County, there was an agreement of close to an equal number of businesses participating in each county. Russell Burdette made a motion for Miller County Business District to fund the Lake of the Ozarks Mardi Gras Pub Crawl for \$1,500 for busses only. Merlyn Vandervort seconded the motion. The motion passed unanimously.

National Crappie League Division 1 & Open Division Tournament – Lagina Fitzpatrick explained there are two events on the funding request with a correction to the Division 1 event, it will take place on September 9, 2023, not April 7 or 8, 2023. The Division 1 event will take place on the Gravois Mills arm of the Lake, with the Open Division Tournament taking place at Captain Ron’s in Camden County. Camden County Business District has approved to fund up to \$15,500 between Camden County Small and Camden County Medium Business District for the Open Division Tournament, two-day event, Morgan County will review the request at their meeting scheduled for Wednesday, December 21, 2022. Merlyn Vandervort made a motion to approve \$1,000 for the National Crappie League Open Division Tournament to be held April 7 – 8, 2023. Gail Griswold seconded the motion. The motion passed unanimously.

(C.) Review Miller Business District Comprehensive Marketing Plan – Russell Burdette requested the board members review the comprehensive marketing plan before the FY24 Marketing and Budget meeting. Russell asked if the comprehensive marketing plan should be sent out to all members or to wait until updates are made, Gail Griswold stated to send it out after the meeting and changes have been made.

(D.) FY24 Marketing and Budget Meeting Date – A meeting for the FY24 Marketing and Budget was scheduled for January 10, 2023, at 10:00 a.m. to take place at The Resort at Lake of the Ozarks/Encore Board Room. Russell Burdette requested to invite the Miller County Commissioners to the meeting. The meeting notice will also be emailed out to all Miller property owners.

(E.) Lawsuit Update/August & September Funds Released – Russell Burdette stated that the judge in the pending lawsuit has ruled that the lodging tax will be released from the county collector on a quarterly basis. Lagina Fitzpatrick stated that there was miscommunication between a few of the counties and their attorneys.

(F.) Annual Meeting Date – A discussion was held regarding the Miller County Business District annual meeting; Lagina Fitzpatrick explained the annual meeting is a recap of what has taken place the past year. Merlyn Vandervort inquired if the annual meeting and the regular monthly Advisory Board meeting could be combined. Normally the annual meeting is set up in March scheduled before the regularly scheduled meeting. At this time March 21, 2023, at 10:00 a.m. is tentatively scheduled for the annual meeting.

(G.) Election Procedures – Miller County Small category will have one seat that is currently held Gail Griswold and Miller County Medium category will have one seat that is currently filled by Merlyn Vandervort up for election. A discussion was held of how the election procedures have been held in the past was explained to Merlyn Vandervort. Russell Burdette will reach out to the Miller County Clerk to ask for assistance with handling the election. Gail Griswold stated a decision should be made by the judge in the pending lawsuit, however if the by-laws need to be followed before the ruling, then follow the by-laws on the election process. The election procedures will be addressed again at the January 17, 2023, Advisory Board meeting.

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

8. OLD BUSINESS

(A) Marketing Updates – Lagina Fitzpatrick gave a brief review of the marketing updates; 2nd quarter is wrapping up and spring/summer campaigns will start soon; Coop marketing has been increased from the expected \$225,000 to \$250,000; the marketing committee will plan on meeting in January 2023; Lagina attended the Madden Media Conference in Tucson, AZ at the beginning of December.

(B.) Fall Crawl Discussion – A discussion was held regarding the Miller County Business District Fall Crawl. Items discussed: A new logo needs to be designed for the Miller County Business District to use for the Fall Crawl and a landing page for the Fall Crawl. The event is scheduled for November 4, 2023, starting at 4:00 p.m. to the close of business; if a presenting sponsor should be sought, along with other sponsors to help with the cost of the event; if there will be a charge for the bars that participate and a charge for the wristbands with a waiver to be signed; a decision for three busses to be used with five stops with security to be on the busses; Lagina stated that flyers and information needs to be ready to be handed out and posted before the Lake of the Ozarks Mardi Gras Pub Crawl that takes place in February.

(C.) Other Old Business – Russell Burdette inquired regarding the TCLA Joint Marketing meeting from November 14, 2022, that Merlyn Vandervort attended, what was discussed. Merlyn stated that the meeting ran long and that he had to leave. Lagina Fitzpatrick that the meeting did run long due to the review of FY22 Marketing year end data.

9. FUTURE BUSINESS DISTRICT ADVISORY BOARD MEETINGS

Miller County Business District Marketing and Budget Meeting Tuesday, January 10, 2023, at 10:00 a.m.

Miller County Business District Advisory Board Meeting Tuesday, January 17, 2023, at 10:00 a.m.

Miller County Business District Advisory Board Meeting Tuesday, February 21, 2023, at 10:00 a.m.

Miller County Business District Annual Meeting Tuesday, March 21, 2023, at 10:00 a.m. tentatively scheduled with monthly Advisory Board to follow.

10. ADJOURN - A motion was made to adjourn the meeting by Russell Burdette. Merlyn Vandervort seconded the motion. The motion passed unanimously. The meeting adjourned at 11:40a.m.