

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday, February 21, 2023 @ 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 10:10 a.m. A roll call attendance for the Advisory Board was taken:

Gail Griswold - Absent

Russell Burdette – Present

Merlyn Vandervort – Present

Non-Voting Advisory Board Member-Absent

Miller County Presiding Commissioner Kevin Cardwell

A quorum was present for the meeting.

Also, in attendance Lagina Fitzpatrick and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA - Russell Burdette stated under New Business he would like to add Absenteeism. Merlyn Vandervort made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting agenda with the noted addition for the February 21, 2023, meeting. Russell Burdette seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS – None at this time.

5. MEETING MINUTES - Merlyn Vandervort made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting minutes from the January 17, 2023, meeting. Russell Burdette seconded the motion. The motion passed unanimously.

6. LODGING TAX COLLECTION UPDATE - The lodging tax collection report shows the lodging tax collected through December of FY23, Miller Small is reporting an increase of 26.02% and Miller Medium is down 15.46%. A change in the cash position report was explained, due to the hold on the lodging tax at the county level that has been collected until May 15, 2023, per the judge’s ruling in the pending lawsuits.

7. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #316 – The Miller County Funding Disbursement Report #316 was reviewed, Russell Burdette asked what services McDaniels Marketing does, McDaniels is responsible for the funlake.com website and has been handling a few responsive ads. Russell also inquired if MO Life and Rural MO are print ads, on this report, the cost is for print ads. With no further questions Merlyn Vandervort made a motion to approve the Miller County Funding Disbursement Report #316. Russell Burdette seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request – Bridge to Dam Race – Due to scheduling issues, no one from the Bridge to Dam Race was able to attend, however information was emailed over to discuss the event. The event has been taking place at the Lake for 9 years, 200 participates have registered so far with the expectation of over 400 to register by the event date, March 25, 2023. In the past, there have been 400-500 participates with the majority coming from outside of the area, coming from over 11 different states, with an average of a two-night stay. The Miller County Advisory Board approved \$2,500 for the 2022 race. Russell Burdette stated the request is for sponsorship, which he thinks is important to support events in Miller County, Merlyn Vandervort inquired how other money is raised for the event. Funds for the event are raised from registration for the race and other sponsors. Merlyn Vandervort made a motion to fund the Bridge to Dam Race for \$1,500. Russell Burdette seconded the motion. The motion passed unanimously.

(C.) Other New Business – Russell Burdette inquired to the language in the Miller County By-Laws regarding absenteeism. The Business District By-Laws state that ‘if it is recorded that a director has missed three meetings in a calendar year, members of the Miller County Business District board of directors, on behalf of their membership, shall request the resignation of that director’. A discussion was held regarding Advisory Board member Gail Griswold missing the last three meetings, all three in 2023. At this time, it was felt that her attendance does not affect the outcome of the meetings or business that is being done by the Miller County Advisory Board since she does not participate in votes for business matters. A recommendation was suggested to send a note requesting Gail to attend the next meeting or resign the seat if she feels that she is not able to do the job.

8. OLD BUSINESS

(A) FY24 Business District Budget and Marketing Plan – The proposed FY24 Budget and Marketing Plan was sent out to all Miller County membership, there were no responses. With no suggested changes to be made, Russell Burdette made a motion to approve the FY24 Miller County Budget and Marketing Plan as presented. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(B.) 2023 Business District Election Update – Due to the pending lawsuit and the removal of ‘non for profit’ from the state statutes from the judge, the election for Advisory Board members are now a public election and the ruling on January 3, 2023, the Business District or TCLA are not allowed to handle the election. The Miller County Clerk will handle the elections; however, the paperwork to have the County Clerk handle the election needed to be filed in December, the deadline was missed, the election cannot take place this year and will carry over until next year. Russell Burdette had talked to the Miller County Clerk on December 20, 2022, and the clerk had declined to handle the election at that time.

(C.) Fall Crawl Update – A bank account has been set up for the Miller County Business District Fall Crawl with some sponsorship money coming in and the amount of \$4,000 from the Miller County Business District approved to fund the event. Some invoices have come in and have been paid. The website has been setup, however a few changes needed to be made.

(D.) Granicus Update – The contract between Granicus and the Business Districts is up for renewal, a discussion was held to determine if the return on investment was high enough, there is still the question if the registration of new properties will continue to climb or how much of a downturn will be seen. Russell Burdette made a motion to approve Granicus on a one-year contract based on how Camden and Morgan County decide to proceed. Merlyn Vandervort seconded the motion. The motion passed unanimously.

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

9. FUTURE BUSINESS DISTRICT ADVISORY BOARD MEETINGS

District Annual Meeting scheduled for Tuesday, March 21, 2023, at 10:00 a.m.

Advisory Board Meeting scheduled for Tuesday, March 21, 2023, immediately following Annual Meeting

Joint Business District and TCLA Board Meeting scheduled for Wednesday, April 12, 2023, at 9:00 a.m.

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 11:10 a.m.