

**Lake of the Ozarks Area Business District of Miller County Budget Meeting**  
**Tuesday, January 10, 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 marketing and budget meeting for the Lake of the Ozarks Area Business District of Miller County Advisory Board to order at 10:01 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-Present**  
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 made a motion to approve January 10, 2023, Lake of the Ozarks Area Business District of Miller County marketing and budget meeting agenda. Merlyn Vandervort seconded the motion. The motion passed unanimously.

**4. PUBLIC COMMENTS – None at this time.**

**5. NEW BUSINESS**

(A.) FY24 Miller Business District Marketing Plan – The Advisory Board reviewed each page of the FY24 Miller Business District Marketing Plan draft. It was explained that the marketing plan is for Miller County, however some information regarding the performance of some marketing buys is a total of the joint marketing plan with Camden and Morgan County to Miller County Presiding Commissioner Kevin Cardwell, the new Miller County Presiding Commissioner. The Advisory Board agreed that the Miller County Commissioners should be added under the partnership page. The digital marketing breakdown from Madden Media was explained and how the Key Performance Indicators (KPI's) determine how the marketing plan will change was also explained to Kevin. With the changes suggested, a revised draft of the marketing plan will be sent out for review.

(B.) FY24 Miller Business District Budget – A copy of the purposed FY24 budget was in the packet for review, the FY22 and FY23 budgets were available for reference if needed. The total revenues are based on projected lodging tax collection, history, and trends. The expenditures that are purposed, such as, operational expenditures; audit, accounting services, board insurance, and legal fees are set amounts. Russell Burdette and Merlyn Vandervort increased the special events funding with a discussion regarding past events that included how much they would like to fund certain events. An additional amount of \$5,000 was left in Events Reserve for any other events that may present for funding. Miller County Business District increased the fall crawl budget and decreased the fishing tournament reserve. Russell inquired if a change to the bank account could be researched that would possibly increase the interest income. The Advisory Board suggested that CPA Toby Miller be available for the next meeting to discuss changes, it was agreed to invite Toby to the next meeting. Changes will be made to the proposed FY24 budget draft and send out when completed for review.

(C.) Other New Business – No other new business at this time.

**6. OLD BUSINESS**

(A) Fall Crawl Budget – In the FY24 Miller Business District budget discussion it was decided to increase the Fall Crawl Budget to \$4,000 from \$2,500 from the Miller County Business District due to this year being the first year. Lagina Fitzpatrick stated that information has been gathered, however since the Lake of the Ozarks Mardi Gras Pub Crawl will be February 24 – 26, 2023, information regarding sponsors and participating businesses must be obtained so flyers can be handed out to promote the Fall Crawl.

(B.) Other Old Business – No other old business at this time.

**7. ADJOURN** - A motion was made to adjourn the meeting by Merlyn Vandervort. Russell Burdette seconded the motion. The motion passed unanimously. The meeting adjourned at 12:07 p.m.