

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday January 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 10:01 a.m. A roll call attendance for the Advisory Board meeting was taken:

Russell Burdette – Present
Gail Griswold – Absent
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 January 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 December 19, 2023, 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 through November is reporting Miller small at an increase of 8.26% and Miller medium at an increase of 37.72%. Combined, Camden, Miller, and Morgan Counties are at an increase of 13.54%.

(A.) Interest Income – CPA Toby Miller was not able to attend, however information was shared regarding accounts with high yield interest rates. Per Toby, Central Bank does not offer any high yield interest rate accounts. Merlyn Vandervort stated that OakStar Bank has high yield interest rate accounts and suggested that part of the money should be used to open an account there. Russell Burdette made a motion to move all the money from Central Bank to OakStar Bank with the majority of the money in a high interest money market account that will allow it to be transferred to the operational account when needed. Merlyn Vandervort seconded the motion. The motion passed unanimously.

7. Municipalities and Chamber of Commerce Updates

Presiding Commissioner Kevin Cardwell reported information regarding Miller County; the commissioners approved a freeze on property taxes for seniors, individuals over 62; there will be a bond issue to save the Swinging Bridge on the April ballot; and 911 services have been relocated to the basement of the county courthouse, the county has taken over Lake Ozark's 911 services as well.

8. New Business

(A.) Approval of the Funding Disbursement Report #327 – The Miller County Funding Disbursement Report #327 was presented for approval, Russell Burdette inquired how geofencing had performed for the Miller County Business District Fall Crawl. Lagina Fitzpatrick did not have the information on hand, however, will bring all requested information to the next meeting. With no further questions, Russell Burdette made a motion to approve the Funding Disbursement Report #327. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Bridge to Dam FCA Run – The Bridge to Dam FCA Run is requesting \$1,500, the same amount as last year. The race starts at Bagnell Dam and will go to the Community Bridge, depending on the length the runner chooses there are different routes taken. The attendance is around 500 participates with a large number from out of the area. Merlyn Vandervort inquired if Miller County Business District funds the event will the logo be used in marketing items. Russell Burdette made a motion to fund the Bride to Dam FCA Run for \$1,500 if the Miller County logo is used marketing the event. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(C.) FY25 Marketing Plan – The FY25 proposed Miller County Marketing Plan was reviewed with the changes from last fiscal year. Changes that were made include special events listed, economic impact information, revenue earned, budget allocations, and updated data for social media and billboards. Russell Burdette made a motion to approve the proposed FY25 Miller County Marketing Plan with suggested changes. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(D.) FY25 Budget – The FY25 proposed Miller County Budget was discussed. A breakdown of expenditures was given with the suggestion of increasing the board insurance due to the increase from FY23 to FY24. A discussion was held regarding special events funding and preapproved events. Merlyn Vandervort informed the group that the Cycle Showcase will take place again this year's BikeFest, the event was added to the budget. The reserve special funding was increased to \$15,000. Miller County Small will allocating \$75,000 and Miller County Medium will allocating \$65,000 to the FY25 Joint Marketing budget, this is an increase of a total of \$30,000 from Miller County due to the increase the lodging tax. Russell Burdette made a motion to approve the proposed FY25 Miller County Budget with suggested changes. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(E.) Schedule Annual Meeting – The annual meeting is held in March, usually on the same day the Business District meeting is held. It was agreed to have the annual meeting on Tuesday, March 19, 2024, at 11:00 a.m.

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

9. Old Business

(A.) 2024 Business District Election Update – Merlyn Vandervort is the only nomination for the Business District election, however anyone that would like to write-in may do so two weeks prior to the April 2nd election.

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

10. Future Dates

Miller County Advisory Board Meeting is scheduled for Tuesday, February 20, 2024, at 10:00 a.m.

Miller County Advisory Board Meeting is scheduled for Tuesday, March 19, 2024, at 10:00 a.m.

Miller County Business District Annual Meeting is scheduled for Tuesday, March 19, 2024, at 11:00 a.m. Joint Meeting with TCLA Board and the Business Districts of Camden and Morgan County is scheduled for Wednesday, April 1, 2024, at 9:00 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 11:25 a.m.