

**Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting**  
**Tuesday, March 19, 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 10:02 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 – Absent

A quorum was present for the meeting.

Also, present were Cheri Cranford, Lagina Fitzpatrick, and Tracy McKinney.

**2. Introductions**

**3. Approval of the Agenda**

Russell Burdette made a motion to approve the March 19, 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 February 20, 2024, 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 report is through January. Miller County Small is reporting an increase of 7.94% and Miller County Medium is reporting an increase of 47.77%. Combined, all three counties, Camden, Miller, and Morgan are at an increase of 8.96% for this year.

**7. Municipalities and Chamber of Commerce Updates**

None at this time

**8. New Business**

(A.) Approval of the Funding Disbursement Report #329 – The Miller County Funding Disbursement Report #329 was presented for review. Merlyn Vandervort inquired why there was a check for Margaritaville Lake Resort, Lagina Fitzpatrick explained there is a group sales incentive for new business available. The incentive is for \$1,000 towards the hotel master account, after the group stays the lodging property will bill TCLA for the amount. The money is an incentive for the new group business, not the lodging property they are staying

with. With no further questions, Russell Burdette made a motion to approve the Funding Disbursement Report #329. Merlyn Vandervort seconded the motion. The motion passed unanimously.

**(B.) Sponsorship/Funding Request**

Missouri's Best Red-Carpet Event & Porsche Races – Cheri Cranford with Missouri's Best Magazine presented the funding request for Missouri's Best Red-Carpet Event & Porsche Races. This is the 8<sup>th</sup> year of the annual awards with 450 winners. The event is to take place at the Ozarks International Raceway in Gravois Mills. The Red-Carpet event is scheduled for Thursday, April 25. Friday, Saturday, and Sunday, April 26 – 28, 2024, will be the Porsche races. Friday night will also host a music festival with three different bands. The Porsche owners will be staying at The Resort at Lake of the Ozarks, other participants of the event will need lodging options. Merlyn Vandervort inquired what advertising is being done for the event. Cheri stated that they are advertising on news stations in Kansas City, Columbia, Jefferson City, and also in Iowa. There are also online, and social media ads being done. Russell Burdette made a motion to fund up to \$2,000 for the Missouri's Best Red-Carpet Event & Porsche Races. Merlyn Vandervort seconded the motion. The motion passed unanimously.

**(C.) Other New Business – None at this time.**

**9. Old Business**

**(A.) Business District Election Update –** The Miller County Clerk will still allow write-in candidate until March 22, 2024, there is no further updates.

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

**10. Future Dates**

Joint Meeting with TCLA Board and the Business Districts of Camden and Morgan County is scheduled for Wednesday, April 10, 2024, at 9:00 a.m.

Miller County Advisory Board meeting is scheduled for Tuesday, April 16, 2024, at 10:00 a.m.

Miller County Advisory Board meeting is scheduled for Tuesday, May 21, 2024, at 10:00 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 10:28 a.m.