

**Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting**  
**Tuesday, March 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 10:28 a.m. A roll call attendance for the Advisory Board was taken:

Gail Griswold - Present

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 Mitchell Moon, Jake Alexander, Lagina Fitzpatrick and Tracy McKinney.

**2. INTRODUCTIONS**

**3. APPROVAL OF THE AGENDA** - Russell Burdette stated under New Business he would like to add information from Lagina Fitzpatrick regarding data from Affinity. Gail Griswold made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting agenda with the noted addition for the March 21, 2023, meeting. Merlyn Vandervort seconded the motion. The motion passed unanimously.

**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 February 21, 2023, meeting. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

**6. LODGING TAX COLLECTION UPDATE** - The lodging tax collection report shows the lodging tax collected through January of FY23, Miller Small is reporting an increase of 25.76% and Miller Medium is down 11.31%.

**7. NEW BUSINESS**

(A.) Approval of Funding Disbursement Report #317 – The Miller County Funding Disbursement Report #317 was reviewed, Gail Griswold inquired as to what Beenders Walker Group does, they are a tourism based Public Relations firm that has been hired to work with getting press releases and media alerts out and work with travel writers on Lake related information and stories. Gail requested to receive notice when any press release or media alert is sent out, it was also noted they are also shared on funlake.com. With no further questions Russell Burdette made a motion to approve the Miller County Funding Disbursement Report #317. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

(B.) Sponsorship/Funding Request – City of Osage Beach BBQ Competition – October 2023 – Mitchell Moon and Jake Alexander were in attendance from the City of Osage Beach to present the event funding request for the KCBS Sanctioned BBQ Competition. The event will take place on October 14, 2023, during the Annual City Fall Festival. Per KCBS rules the area for the BBQ competition needs to be roped off, besides the sanctioned competition there will also be a People’s Choice with a separate fee charge. The requested amount is \$5,000, which will be used to market the event and any remaining funds rolling over to next year’s event. Beer will be available through the City of Osage Beach, which holds a liquor license. The Advisory Board was concerned about how the Business District would be represented with sponsorship; verification will need to be obtained if the Miller County Business District logo will be used. The funding request will be seen by the Camden County Business District at the meeting later this week, it will not be presented to the Morgan County Business District. Russell Burdette stated that his business is slow during the timeframe and is excited to see something different

later in the season. Gail Griswold stated that her business is good, however she is in a different market, being inland. Merlyn Vandervort stated that business does okay during October. Gail Griswold made a motion to approve \$1,000 for the City of Osage Beach BBQ Competition contingent the logo will be used to show sponsorship. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Big Bass Bash – Spring and Fall 2023 – Big Bass Bash is the largest fishing event at the Lake and no funding request was submitted last year. This year the organizers are partnering with Hope House for a food drive to help locals, in the fall they are hoping to have a toy drive that will stay local. The Morgan County Business District agreed to fund \$3,850, with Camden County Business District having it presented later this week. Miller County Business District approved funding \$750 last year. The organizers have great follow-up with who attended and where they stayed, a list was presented by state, this was hard to determine the lodging properties that were listed. The information was good for the number of attendees from all over. Merlyn Vandervort made a motion to fund \$750 for the Big Bass Bash. Gail Griswold seconded the motion. The motion passed unanimously.

Fish for Sight – October 2023 – Fish for Sight is handled by the Lion’s Club and had been at Truman Lake, they started at the Lake of the Ozarks with help from TCLA in the past with the tent and chairs. Due to changes in funding, in the last few years funding has been through the Business Districts. The dates have also changed in the past couple of years due to covid. Last year the event was over Bikefest weekend, and it was requested to change due to the lack of short-term lodging rooms, it will be October 27 – 28, 2023. If any funds remain from the event, they will go to Wonderland Camp and the Idiots Club. Russell Burdette made a motion to fund Fish for Sight for \$500. Gail Griswold seconded the motion. All opposed the motion.

(C.) TCLA Advisory Board – Miller County Business District Representative – At the TCLA Annual Meeting there were no self-nominations for the TCLA Miller County seat. Information had been sent out in accordance with the TCLA by-laws for nominations earlier with no nominations sent back. TCLA Camden County Representative Lance Utley and Morgan County Representative Pamela Quinn will meet to appoint a Miller County Representative, this will have to be a Miller County property owner that is current on remitting the lodging tax.

(D.) FY24 TCLA Agreement – The FY24 Business District Agreement with TCLA has been updated with changes based on suggestions from attorney Marc Ellinger who reviewed on behalf of the Camden County Business District. Gail Griswold inquired if there was any noticeable change, a noted change is on the second page regarding the agreed amount, it will be TCLA services only on an approximate monthly basis. Russell Burdette made a motion to approve the FY24 Business District Agreement with TCLA. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

(E.) Other New Business – Russell Burdette requested that information be shared regarding Affinity. Affinity is information based on credit cards only spent in the Lake area from visitors that live outside of a 50-mile radius. Gail Griswold noted that she is against all data tracking platforms, this includes geofencing.

## **8. OLD BUSINESS**

(A) Fall Crawl Update – The Miller County Business District Fall Crawl preparations are moving forward at a good pace. Save the date cards were handed out at the Mardi Gras Pub Crawl and at the St. Patrick’s Day parade on the Bagnell Dam Strip. Deposits have been made on the buses. The businesses that have agreed to participate are excited and some are remaining open a week longer to be a part of the event.

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

## **9. FUTURE BUSINESS DISTRICT ADVISORY BOARD MEETINGS**

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

Business District Advisory Board meeting scheduled for Tuesday, April 19, 2023, at 10:00 a.m.

Business District Advisory Board meeting scheduled for Tuesday, May 16, 2023, at 10:00 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 was adjourned at 11:37 a.m.