

**Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting**  
**Tuesday, May 21, 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  
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 Joe Chabino with Operation Freedom Exchange, Greg Sullens with Beene Media, Lagina Fitzpatrick and Tracy McKinney with TCLA.

**2. Introductions**

**3. Approval of the Agenda**

Russell Burdette made a motion to approve the May 21, 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**

**5. Minutes**

Russell Burdette made a motion to approve the April 16, 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 March with Miller County Small reporting an increase of 9.37% and Miller County Medium at an increase of 45.91%. Camden, Miller, and Morgan combined are at an increase of 5.16%. A discussion was held regarding the changes that have happened since 2019 about the increase of the lodging tax and the effect of Covid on the area.

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

No updates at this time.

**8. New Business**

(A.) Approval of the Funding Disbursement Report #331 – The Miller County Funding Disbursement Report #331 was presented for review, a credit for co-op reimbursement was applied to report #331. Russell Burdette explained that when the Miller County Business District bank account was changed over to a money market account the interest earned should have increased, an issue with the account not fully switching over at the time of the update, did not increase the interest when expected. After review, Central Bank fixed the account

and credited the account for the interest earned during the timeframe. With no questions, Russell Burdette made a motion to approve the Miller County Funding Disbursement Report #331. Merlyn Vandervort seconded the motion. The motion passed unanimously.

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

Lake of the Ozarks Jeep Invasion – Joe Chabino with Operation Freedom Exchange presented the funding request for the Lake of the Ozarks Jeep Invasion. The event is 100% non-for-profit with all proceeds this year going to K9s on The Front Line in Jefferson City, the hope is to raise enough for a new building. The event on Friday, September 27, 2024, will take place on the Bagnell Dam Strip. There are about 900 spots available, most spots are registered at this time. Saturday, September 28, 2024, will be a Poker Run/Passport event that will take place over the entire Lake area. This is the first year, however, it is planned to become an annual event. Marketing is being done on social media and volunteers will participate in other Jeep Invasion events to hand out flyers and advertise the Lake of the Ozarks Jeep Invasion event. Morgan County Business District approved up to \$2,500 for the Lake of the Ozarks Jeep Invasion, Camden County Business District will meet on Thursday, May 23, 2024, to hear the request. Russell Burdette made a motion to approve up to \$2,500 for the Lake of the Ozarks Jeep Invasion. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Aquapalooza - Greg Sullens with Benne Media presented the funding request for Aquapalooza 2024 scheduled for July 20, 2024, at Captain Ron's Bar and Grill. This is the first-time funds have been requested since 2020. Due to the increase cost of products and services and the loss of sponsorship the request is being presented to the Business Districts. Morgan County Business District approved up to \$2,500 for Aquapalooza, Camden County Business District will meet on Thursday May 23, 2024, to hear the request. Russell Burdette made a motion to approve \$1,000 for Aquapalooza. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Point Randall Fireworks – This is the third year that Point Randall has requested funds for the Memorial Day, Independence Day, and Labor Day holiday fireworks. Due to the location of the resort, the fireworks can be viewed in both Camden and Miller County. Last year the request was for \$3,500 with Camden Small, Camden Medium and Miller County splitting the cost. The request this year is for \$7,000. Camden County Business District will meet on Thursday May 23, 2024, to hear the request. Russell Burdette made a motion to approve \$1,500 for Point Randall Fireworks. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Major League Fishing High School & College - Major League Fishing High School & College has been at the Lake for several years. The event will take place in the fall of 2025 out of PB#2. The event will normally have over 250 boats with 2 or 3 anglers in the boat. Camden County Business District will meet on Thursday, May 23, 2024, to hear the request. Russell Burdette made a motion to approve \$1,000 for Major League Fishing High School & College. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Major League Fishing Toyota Series – The Major League Fishing Toyota Series has taken place at the Lake several times, this is a qualifier for the Major League Fishing Tackle Warehouse Pro Circuit. This year, the Lake area has the chance of hosting two events, one in the spring and one in the fall. Major League Fishing is a good marketing opportunity for the area. For both events, the request is for \$18,000, which is still lower than the normal requested amount for MLF. Camden County Business District will meet on Thursday, May 23, 2024, to hear the request. Russell Burdette made a motion to approve \$1,000 for the spring event and \$1,000 for the fall event. Merlyn Vandervort seconded the motion. The motion passed unanimously.

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

**9. Old Business**

(A.) Fall Crawl Update – An update on the Miller County Business District Fall Crawl was given, 5 busses and 5 security guards are being reserved until the number of venues is determined. All mailing will still be sent to the Miller County PO Box.

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

#### **10. Future Dates**

Miller County Advisory Board meeting is scheduled for Tuesday, June 18, 2024, at 10:00 a.m.

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

Miller County Advisory Board meeting is scheduled for Tuesday, August 20, 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 11:21 a.m.