

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday November 21, 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 10:08 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 Lagina Fitzpatrick and Tracy McKinney.

2. Introductions

3. Approval of the Agenda

Russell Burdette made a motion to approve the November 21, 2023, 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 October 17, 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 report running through September shows Miller County Small at an increase of 25.51% and Miller County Medium at an increase of 80.45%. Combined, Camden, Miller, and Morgan County reports an increase of 72.25%, this is due to 2022 late quarterly payments recorded in October, this year the payments were received on time and reported in September. Merlyn Vandervort stated the amount that was projected on the FY24 budget lodging tax collections of \$144,000 and as of September the collected amount is over \$80,000, the Business District is well above the expected amount collected.

7. Municipalities and Chamber of Commerce Updates

8. New Business

(A.) Approval of the Funding Disbursement Report #325 – The Miller County Funding Disbursement Report #325 was presented for review, Merlyn Vandervort inquired how the breakdown of a bill is paid, each Business District is broken down by percentage of allocated into the joint Marketing Budget and the bill is split by the

percentage breakdown. With no additional questions, Russell Burdette made a motion to approve Funding Disbursement Report #325. Merlyn Vandervort seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request – none at this time.

(C.) Lake of the Ozarks TV Commercial – Lagina Fitzpatrick stated there has been interest from other Business District board members regarding updating TV commercials. RFP's were requested from three different companies with two coming back with proposals from \$5,000 up to around \$12,000, this would be for two to four 30-second commercials. The commercials would be shot in the spring. Both Russell Burdette and Merlyn Vandervort agreed to move forward with the information. Lagina stated that more information would be shared at the next meeting.

(D.) 2024 Business District Elections – Russell Burdette has spoken with Clinton Jenkins, the Miller County Clerk regarding the upcoming election in April 2024. A timeline was discussed with a public notice needing to be in the local newspaper by November 29, 2023. A notice was sent into the Eldon Advertiser for the next issue. TCLA will send out a notice to all lodging properties that are currently remitting the Miller County lodging tax via Constant Contact on how and when to vote at the direction of the Miller County Business District Advisory Board.

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

9. Old Business

(A.) Fall Crawl Recap and Set Date for 2024 – Lagina Fitzpatrick gave a breakdown of the Miller County Business District Fall Crawl, for the first year, the event ran relatively well, there were not any negative issues. 136 wristbands were sold, however more attended that did not ride the busses. One bus was late to start and there is the plan to have an express bus going from the Encore to the Strip for the first two hours next year. Positive feedback was given the night of the event, waiting on a few invoices and looks like the event will breakeven. The date set for next year will be Saturday, November 2, 2024, it was agreed to keep it at the first weekend in November.

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

10. Future Dates

Miller County Advisory Board Meeting is scheduled for Tuesday, December 19, 2023, at 10:00 a.m.

Miller County Advisory Board Meeting is scheduled for Tuesday, January 16, 2023, 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 11:01 a.m.