

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday September 19, 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 10:00 a.m. A roll call attendance for the Advisory Board meeting was taken:

Russell Burdette – Present
Gail Griswold – Present
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 Paul Alpers and Tracy McKinney.

2. Introductions

Introductions were made around the table.

3. Approval of the Agenda

Russell Burdette made a motion to approve the September 19, 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

None at this time.

5. Minutes

Russell Burdette made a motion to approve the August 15, 2023, the 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 updated for the first month of FY24. Miller County Small is reporting an increase of 210.88%, this is largely due to the addition of Evolve Property Management that is reporting for several properties in Miller County. Miller County Medium is reporting an increase, due to a reporting issue last year there was zero listed for FY23 and this year payment was reported for \$21,904.74. Combined, Camden, Miller, and Morgan County report an increase of 13.24%.

7. Municipalities and Chamber of Commerce Updates

Miller County Presiding Commissioner Kevin Cardwell stated that there was nothing new to report at this time, however stated that it was nice to see all the visitor down for the BikeFest over the last week, he did state that he had not been able to inquire about the event and the impact on the county at the courthouse.

8. New Business

(A.) Approval of the Funding Disbursement Report #323 – The Miller County Funding Disbursement Report #323 was presented for approval. FY23 Co-op reimbursement 3rd and 4th quarter payments were deposited, this created a credit balance to rollover into the funding disbursement report #324. Russell Burdette made a motion to approve the Miller County Funding Disbursement Report #323. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

(B.) Sponsorship/Funding Request

National Bass League 2 Day Qualifier – Paul Alpers with the National Fishing League presented the sponsorship request for the National Bass League 2 Day Qualifier planned to take place in early April 2024, the date has not been set, however April 13 & 14 or April 27 & 28 are the dates being looked at, this will not interfere with Big Bass Bash. The expected team count is 125 to 150, this is a two-person team. The expected stay would be for four to five days including pre-fishing and league fishing. The requested amount is \$15,500 which would include TV; included is a tourism representative tv interview, tv filming (3 days), tv airtime for tournament, and live streaming of tournament weigh-in. This will give time to highlight each county that funds the tournament. There will also be the free kids fishing rodeo. Gail Griswold stated that she would like to wait until after the Camden and Morgan County meeting to know how much each would be contributing. Paul Alpers stated that he would like to have an answer by October 1, if the board would like, they can approve to fund the tournament without TV, which would be \$10,500. Merlyn Vandervort stated that the benefit for Miller County Business District would be the TV portion of the funding. Gail Griswold made a motion to vote over email to approve any funds to sponsor the National Bass League 2 Day Qualifier after the Morgan County meeting scheduled for September 20, 2023, and the Camden County meeting scheduled for September 28, 2023. Russell Burdette seconded the motion. The motion passed unanimously.

Update – an email vote was taken on September 29, 2023, \$2,000 was approved to funded for the National Bass League 2 Day Qualifier, this was a unanimous vote from the Miller County Business District Board.

National Crappie League 1 Day Event – Paul Alpers stated that the event would be similar to the event that had just taken place on September 9, 2023, in Morgan County. The event had 66 anglers from 10 different states, only two anglers were local. Paul stated that Brian Nivert with the Morgan County Business District had stated that he would like the event to return to Morgan County so there is the expectation that they will fund the entire event, this will be shared with the Miller County Board after the Morgan County Business District scheduled meeting for September 20, 2023.

Twisted Cat Outdoors Shootout – Twisted Cat Outdoors Shootout is scheduled for December 30, 2023. Camden County has approved up to the requested \$10,000, however the Camden County Business District Board requested to have the sponsorship request brought to the Miller and Morgan County Business District meetings. Gail Griswold made a motion to approve \$500 for the Twisted Cat Outdoors Shootout. Russell Burdette seconded the motion. The motion passed unanimously.

(C.) Other New Business – TCLA was approached by the Lake Area Chamber to take over the February Mardi Gras Pub Crawl. After consulting with the accountant and attorney, plans are moving forward. Once access to the Mardi Gras Pub Crawl website and Facebook page has been obtained, information regarding the Miller County Fall Crawl will be shared to the Facebook page to help spread information.

9. Old Business

(A.) Fall Crawl Update – The Fall Crawl is up to 14 venues, with the possibility of adding more. Event cards were filled at locations before the BikeFest that took place September 13 – 17, 2023. There are other events where the cards will be handed out also. Geofencing will be done at the Octoberfest in Hermann, MO over several weekends. Information was shared regarding the addition of prizes at the Friday and Saturday events. Volunteers are needed for the event.

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

10. Future Dates

Miller County Advisory Board Meeting is scheduled for Tuesday, October 17, 2023, at 10:00 a.m.

Miller County Advisory Board Meeting is scheduled for Tuesday, November 21, 2023, at 10:00 a.m.

Miller County Advisory Board Meeting is scheduled for Tuesday, December 19, 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 11:03 a.m.