

Lake of the Ozarks Area Business District of Miller County Advisory Board Meeting
Tuesday, September 20, 2022 @ 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 10:36 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-Absent
Miller County Presiding Commissioner Tom Wright

A quorum was present for the meeting.

Also in attendance, Lagina Fitzpatrick, City of Lake Ozark Mayor Dennis Newberry, and Tracy McKinney

2. INTRODUCTIONS

3. APPROVAL OF THE AGENDA

Merlyn Vandervort made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting agenda for September 20, 2022, meeting. Russell Burdette seconded the motion. Gail Griswold abstained. The motion passed.

4. PUBLIC COMMENTS

City of Lake Ozark Mayor Dennis Newberry was present before the meeting and discussed funding for road and bridge improvements in Lake Ozark. Due to State Statues, the money that is remitted to the Lake of the Ozarks Area Business District of Miller County for lodging tax is used to market the Lake area, not infrastructure. A discussion was held to develop new ideas increasing revenue for road improvements. Mayor Dennis Newberry stated that the local residents of about 2,000 are responsible for fixing the roads when the tourists are the main ones using the roads.

5. MEETING MINUTES

Gail Griswold made a motion to approve the Lake of the Ozarks Miller County Advisory Board meeting minutes from the August 10, 2022, meeting. Merlyn Vandervort seconded the motion. The motion passed unanimously.

6. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #310 and #311 – Russell Burdette commented that Gail Griswold had a few questions regarding the Funding Disbursement Report #310 and #311, Russell stated that in past years the reports were not as detailed, and there had been a request for more transparency, the report now shows a listing of where the money is spent by TCLA. Gail Griswold inquired regarding the line on report #310, Legal Fees paid to attorney Marc Ellinger and why Miller County Business District would be paying the attorney that is representing Camden County Business District in the ongoing litigation? Lagina Fitzpatrick stated that when the bill was submitted and paid, Marc Ellinger was still listed as attorney for TCLA prior to Marc Ellinger representing Camden County only. On report #311, Gail Griswold inquired regarding the items listed for Evers & Company; revise May financial statement per coding changes and meeting with Fred/Russ lawsuit mitigation. Lagina Fitzpatrick stated that coding was changed on the budget which affected that financials and Evers & Company met with Fred Dehner, Camden County Large, and Russell Burdette, Miller County Small to go over information regarding the ongoing litigation. Gail inquired if the coding changes affect TCLA or the Business Districts, Lagina stated it will affect both. Gail also inquired regarding the TCLA mortgage, Russell Burdette stated it is shown for transparency, however it is an operating expense agreed upon

in the Business District budget to be paid to TCLA. With no other questions, Merlyn Vandervort made a motion to approve Funding Disbursement Reports #310 and #311. Russell Burdette seconded the motion. Gail Griswold abstained. The motion passed.

(B.) Funding Requests – 2023 TBF Federation National Championship – March 2023 – Lagina Fitzpatrick stated that the event has not been held at the Lake in the past, however funding was requested about five years ago, Miller County Business District Advisory Board is the first to see the request, Camden County and Morgan County Business District will review at their respective meetings later this week. The event will be held March 26 – 30, 2023. The top angler from each state and Canada will compete for a weeklong event along with the SAF Missouri High School State Championship on Saturday only. There will be a new 30-minute TV episode filmed, aired and then will be reran. Lagina Fitzpatrick stated that references were checked at Table Rock Lake and in Alabama, both stated that it was a great event, and the group fulfilled the rooms requested. Gail Griswold inquired where the event will take place, Lagina stated that weigh-ins will take place at PB2. Lagina also stated that the opportunity to have someone speak at the opening of the tournament is there, which she usually speaks on behalf of all the Business Districts and have banners at PB2 as a sponsor. Merlyn Vandervort likes the event is in the Spring due to the lack of events at this time. Russell Burdette made a motion to fund up to \$2,000 for the 2023 TBF Federation National Championship. Gail Griswold seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Trail 2023 Commercial Campaign – Lagina Fitzpatrick stated the Golf Trail commercial campaign is for a total of \$30,000 with the cost split equally with the Lake of the Ozarks Golf Council; last year, Miller County Business District funded \$3,000. For this request, Camden County and Morgan County have fully funded the request, with Camden County requesting that the Golf Council considers expanding the market next year. Gail Griswold stated that the Golf Council only benefits partners, Russell Burdette stated that it benefits all lodging, any golf packets can be made with any lodging property, however if a property partners with the Golf Council, the property will receive all leads that are generated. Russell Burdette made a motion to fund \$3,000 for the Lake of the Ozarks Golf Trail 2023 Commercial Campaign. Merlyn Vandervort seconded the motion. The motion passed unanimously.

Versailles Olde Tyme Apple Festival – October 1 – 2, 2022, Major League Fishing Toyota Series – September 28 – 30, 2023, Major League Fishing Regional Championship – October 19 – 21, 2023, Major League Fishing BFL – March and September 2023 – Due to prior commitments, time was running short, and with the events already being fully funded by Lake of the Ozarks Area Business Districts Camden and Morgan County, no discuss was held in regards to the events listed.

Major League Fishing College and High School Events – March 2023 – Lagina Fitzpatrick stated this is a new request for this year and the event has been held the Lake in past years, the last time the Major League Fishing College and High School Event was at the Lake, Miller County funded \$1,000, no other Business District has had an opportunity to review the request. Merlyn Vandervort made a motion to fund up to \$1,000 for the Major League Fishing College and High School Event. Gail Griswold seconded the motion. The motion passed unanimously.

(C.) Other New Business – A discussion was held during the funding requests in regard to additional events that could be held in the shoulder seasons, in and around the Bagnell Dam Strip area to increase room nights, this will be discussed more at a later meeting.

7. OLD BUSINESS

(A) Miller Business District Rules & Regulations Update - Lagina Fitzpatrick stated that in the Miller County Rules & Regulations, rule #11 which addresses having a TCLA employee being a signer on the Miller County checking account, will need to be removed. Russell Burdette made a motion to remove rule #11 in reference to allowing a TCLA employee to have check signing privileges on the Miller County Business District checks. Merlyn Vandervort seconded the motion. Gail Griswold abstained. The motion passed.

(B.) Granicus Compliance Update & Lodging Tax Collection Update - Tracy McKinney gave a brief update on the change in property count since the letters had gone out on June 10, 2022. There has been an increase on both owners and property units. Gail Griswold stated that Granicus had been approved before she was on the Advisory Board and did not agree that letter should have been sent to single homeowners, due to houses not being listed in the State Statues.

Lagina Fitzpatrick gave a brief review of the lodging tax collection for FY22, which was a record year with \$2,197,888.29 in collects for a 13.55% increase over FY21 and stated that FY23 has July 2022 listed so far and is up 1.22% overall.

(C.) Marketing Update – Lagina Fitzpatrick stated that there are several campaigns running for fall in both the digital and print market. Chiefs Radio spots have been submitted and running on 8 games this year, when it is closer to winter, the spots will be updated for the season. Work is being done on holiday creative. Billboards are still running; however, they will stop for the winter months, they will start back in Spring. Pandora did not deliver this past quarter so that funding was shifted to Spotify. Still working on a Podcast to advertise on and having an influencer come to the Lake, however the cost of both have increased, options are being reviewed.

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

8. FUTURE BUSINESS DISTRICT ADVISORY BOARD MEETINGS.

Miller County Business District Advisory Board Budget Meeting Tuesday, October 18, 2022, at 10:00 a.m.

Miller County Business District Advisory Board Meeting Tuesday, November 15, 2022, at 10:00 a.m.

Miller County Business District Advisory Board Meeting Tuesday, December 20, 2022, at 10:00 a.m.

ADJOURN - A motion was made to adjourn the meeting by Russell Burdette. Gail Griswold seconded the motion. The motion passed unanimously. The meeting adjourned at 11:22 a.m.