

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, April 19, 2023, at 1:00 p.m.
Central Bank – Laurie Branch
Laurie Community Room, 101 Dogwood Lane, Laurie, MO – Morgan County

1. CALL TO ORDER:

Business District Chair Brian Nivert called the meeting of the Lake of the Ozarks Area Business District of Morgan County Advisory Board to order at 1:02 p.m. A roll call attendance for the Advisory Board was taken:

John Custer – Present
Brian Nivert – Present

Also, in attendance; Mike Koenigsman, Dina Dunklee, Lagina Fitzpatrick, and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF AGENDA

John Custer made a motion to approve the agenda for the Morgan County Business District Advisory Board April 19, 2023, meeting as presented. Brian Nivert seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS

5. MEETING MINUTES

John Custer made a motion to approve the March 15, 2023, Lake of the Ozarks Area Business District of Morgan County meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

6. LODGING TAX COLLECTION REPORT

The lodging tax collection report through February 2023 has Morgan County at an increase of 31.53% over last year. Together Camden, Miller, and Morgan County are reporting an increase of 11.23%. The lodging tax collection funds are still being held at the county collector level, the funds are scheduled to be released May 15, 2023, or at the time of the final judgement.

7. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #318 – The Morgan County Funding Disbursement Report #318 was presented for review; with no question regarding payments, John Custer made a motion to approve the Morgan County Funding Disbursement Report #318. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests – After hearing the funding requests from the respected groups at the TCLA Joint meeting held Wednesday, April 12, 2023. Camden County and Miller County Business District Advisory Boards have met to discuss the sponsorship requests. A discussion was held regarding the following funding for the events:

Versailles Olde Tyme Apple Festival – Camden County has approved funding up to \$5,000; Miller County has approved funding up to \$1,000; for the 2022 Festival, Morgan County funded \$2,500.

With the event being successful in Morgan County, John Custer made a motion to approve \$3,000 for the Versailles Olde Tyme Apple Festival. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks BikeFest – Camden County and Miller County have approved up to \$5,000 from each county; Morgan County approved \$1,000 for BikeFest 2022. There is an agreement that all counties benefit from the event. Brian Nivert made a motion to approve \$1,000 for the Lake of the Ozarks BikeFest. John Custer seconded the motion. The motion passed unanimously.

Lake of the Ozarks Shootout – Camden County has approved funding up to \$5,000; Miller County has approved funding for \$2,000; the Shootout event has not requested funding in several years. The Shootout is a big draw to the Lake, however there were concerns expressed regarding the amount requested due to the amount the Shootout donates to charity after the event. John Custer made a motion to fund up to \$2,000 for the Lake of the Ozarks Shootout. Brian Nivert seconded the motion. The motion passed unanimously.

LOTO PowerFest (formerly Lake Race) – Camden County has approved funding for \$3,000; Miller County has approved funding for \$2,000; Morgan County did not approve funding for the 2022 Lake Race. There was an agreement that since the race has moved to the 7mm, there could be more visitors to Morgan County. John Custer made a motion to fund \$1,000 to LOTO PowerFest. Brian Nivert seconded the motion. The motion passed unanimously.

F1 Event – PowerFest – Camden County has approved funding for \$2,000; Miller County has approved funding for \$2,000; Morgan County did not approve funding for the F1 Event in 2021. John Custer made a motion to fund \$1,000 for the F1 Event. Brian Nivert seconded the motion. The motion passed unanimously.

Ozark Amphitheater – Camden County will be revisiting the funding request; Miller County tabled the request for the May Advisory Board meeting. Brian Nivert made a motion to table the Ozark Amphitheater funding request for the next meeting. John Custer seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Council – Camden County approved funding the remaining balance of the \$20,000 requested after the Miller and Morgan County meetings; Miller County has approved funding for \$3,000; Morgan County approved funding for \$1,000 for the 2023 TV Commercials. Brian Nivert made a motion to approve \$2,000 for the Lake of the Ozarks Golf Council TV Commercials. John Custer seconded the motion. The motion passed unanimously.

Magic Dragon Trails – Camden County approved funding the remaining balance of the \$10,000 requested after the Miller and Morgan County meetings; Miller County has approved funding for \$1,000. Brian Nivert inquired if the Business Districts were able to fund the trail due to the request being for construction; after a review of the Statutes of which the Business District was formed, the Camden County board felt that the funds requested would help attract visitors to the Lake Area. The trail is currently being built in the Osage Beach area and Morgan County will not benefit from the trail. John Custer made a motion to not fund the Magic Dragon Trail for this request. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) Business District Election of Officers – Election of the 2023 officers were discussed. John Custer made a motion to appoint Brian Nivert as Chair. Brian Nivert seconded the motion. The motion passed unanimously. Brian Nivert made a motion to appoint John Custer as Secretary/Treasurer. John Custer seconded the motion. The motion passed unanimously. John

Custer made a motion to appoint Brian Nivert as Budget Officer. Brian Nivert seconded the motion. The motion passed unanimously.

(D.) Other New Business – No other new business at this time.

8. OLD BUSINESS

(A.) Marketing update – A meeting will be held May 4, 2023, for TCLA to review and possibly approve the FY24 Marketing Plan and FY24 Budget; Digital marketing will still be done with Madden Media, however McDaniels Marketing will be taking over some digital marketing; Morgan County marketing will be discussed at the May 17 meeting. John Custer made a motion to move forward with the Morgan County landing page on funlake.com. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Funlake – Business District Members Weblink – A discussion was held regarding the amount of owners that have a weblink and the cost associated with that to have Morgan County Business District pay for the weblink. Currently there are 24 weblinks found who are currently paying lodging tax, the new billing cycle starts July 1, 2023. John Custer made a motion to fund up to \$2,500 for businesses that have weblinks in the Morgan County Business District to be listed on funlake.com. Brian Nivert seconded the motion. The motion passed unanimously. A letter will be drafted and sent out in Constant Contact for all Morgan County property owners with the information.

(C.) Granicus – The cost for Morgan County Business District for Granicus only was quoted over \$18,000, versus the \$7,000 for Morgan County paid this past year. More information is waiting to be obtained. Brian Nivert made a motion to table the discussion until further information is available. John Custer seconded the motion. The motion passed unanimously.

(D.) Other Old Business – No other old business at this time.

9. FUTURE MEETINGS

Advisory Board Meeting scheduled for Wednesday, May 17, 2023, at 1:00 p.m.

Advisory Board Meeting scheduled for Wednesday, June 19, 2023, at 1:00 p.m.

10. ADJOURN - There being no further business to discuss, a motion to Adjourn the meeting was made by Brian Nivert. John Custer seconded the motion. The motion passed unanimously. The meeting was adjourned at 2:14 p.m.