

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday August 16, 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 1:07 p.m. A roll call attendance for the Advisory Board meeting was taken:

Brian Nivert – Present
John Custer – via phone

A quorum was present for the meeting.

Also present were Tricia Morris, Jon Summerville, Lagina Fitzpatrick, Mike Koenigsman, and Tracy McKinney.

2. Introductions

Introductions were made around the table.

3. Approval of the Agenda

Brian Nivert made a motion to approve the August 16, 2023, Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting agenda. John Custer seconded the motion. The motion passed unanimously.

4. Public Comments

None at this time.

5. Minutes

John Custer made a motion to approve the June 21, 2023, Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

6. Tax Collection Report

The lodging tax collection reporting through the end of FY23. Morgan County Business District is reporting an increase of 38.48% over FY22. Camden, Miller, and Morgan County combined reported an increase of 11.49% over FY22.

7. Municipalities and Chamber of Commerce Updates

None at this time.

8. New Business

(A.) Approval of the Funding Disbursement Report #321 & #322 – The Morgan County Funding Disbursement Report #321 and #322 were presented for approval, with no questions John Custer made a motion to approve Funding Disbursement Report #321 and #322. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Lake of the Ozarks Got Talent – In attendance were Tricia Morris and Jon Summerville to present the 3rd Annual Lake of the Ozarks Got Talent, last year the event was paired with Pumkin Chunkin Palooza, however attendance was down last year for the Pumkin Chunkin Palooza. The request this year is for \$1500 and the request will be presented to the Camden County Business District at their Thursday, August 24 meeting. Lake of the Ozarks Got Talent will start with ten performers of all different talents, the audience will have the opportunity to vote by purchasing a ballet for \$20, this is the fund-raising portion of the event, all proceeds will go to the local charities Share the Harvest, Lake Area Industries, and West Lake Aquatic Center. There is also a karaoke contest scheduled along with an art gallery contest. Brian Nivert made a motion to fund Lake of the Ozarks Got Talent for \$500. John Custer seconded the motion. The motion passed unanimously.

(C.) At Niangua’s End Film – A review of the information regarding the producer Gina Goff and the short film was given to the board, Gina has been in the film industry for over 25 years and with the passing of the Show MO Act would like to make a film in the area. At Niangua’s End was a short film made by local residents Bo Shore and Chase Elliott, a full script was sent to Gina, and she agreed to make the film. The budget for the film is \$3.5 million, this was presented to Miller County Business District, and they approved \$10,000 for the budget. The majority of the filming will be done at the State Park on the Glaize Arm and along the Bagnell Dam Strip. Gina is working with Lake Ozark Helicopter to film some ariel shots from the Shootout. The hope is to start filming in late September early October. John Custer stated this is a good opportunity to market the Lake as a whole. Brian Nivert made a motion to approve \$5,000 for the film At Niangua’s End from the Morgan County Business District. John Custer seconded the motion. The motion passed unanimously.

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

9. Old Business

(A.) Morgan Business District Marketing – A discussion was held with what time frame digital marketing should be ran. John Custer feels that over the Thanksgiving and Christmas holidays families get together and start to plan family reunions and it is important to have advertising out during that timeframe. It was agreed to advertising will be done during the holiday season, concentration will be on fishing, boating, family reunions, and weddings.

(B.) Other Old Business – No other old business.

10. Future Dates

Morgan County Advisory Board Meeting is scheduled for Wednesday, September 20, 2023, at 1:00 p.m.

Morgan County Advisory Board Meeting is scheduled for Wednesday, October 18, 2023, at 1:00 p.m.

11. 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 1:50 p.m.