

**THE LAKE OF THE OZARKS AREA BUSINESS DISTRICT OF  
MORGAN COUNTY ADVISORY BOARD MEETING**

**TCLA/CVB Office – 985 KK Drive, Osage Beach  
Wednesday, August 17, 2022, at 1:00 p.m.**

**1. CALL TO ORDER:**

The Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting was called to order at 1:00 p.m. A roll call attendance was taken:

John Custer – Present

Brian Nivert – Present

A quorum was present for the meeting.

Also in attendance, Mike Koenigsman, Dina Dunklee, Tricia Morris, 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 Meeting August 17, 2022, as presented. Brian Nivert seconded the motion. The motion passed unanimously.

**4. PUBLIC COMMENTS:** None at this time.

**5. MEETING MINUTES:** John Custer made a motion to approve the June 15, 2022, Lake of the Ozarks Area Business District of Morgan County meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

**6. NEW BUSINESS:**

(A.) Approval of Funding Disbursement Report #309 & #310 – Funding Disbursement Report #309 and #310 were presented for review and approval. Lagina Fitzpatrick explained the changes in the report, the report is not broken down by County with Camden County being broken down by category of small, medium, and large. There has been a column added as well that states if the expense fell in the FY22 or the FY23 fiscal year. John Custer made a motion to approve the Funding Disbursement Report #309. Brian Nivert seconded the motion. The motion passed unanimously. Brian Nivert made a motion to approve the Funding Disbursement Report #310. John Custer seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests:

Pumkin Chunkin Palooza – Tricia Morris with the Laurie/Sunrise Beach Rotary Club presented the sponsorship form requesting \$1,000, this is the fifth year for the event, and the proceeds will go to Lake Area Industries, Share the Harvest, and West Lake Aquatic Center. At this time, no other Business District has reviewed the request. Brian Nivert made a motion for the Morgan County Business District to fund \$350. John Custer seconded the motion. The motion passed unanimously.

Lake of the Ozarks Got Talent – Tricia Morris with the Laurie/Sunrise Beach Rotary Club presented the sponsorship form requesting \$1,000, this is the second year for the event which will be held the Friday before the Pumpkin Chunkin Palooza and is free to watch, however ballots will be \$20 each. At this time, no other Business District has reviewed this request. Brian Nivert made a motion for the Morgan County Business District to fund \$350. John Custer seconded the motion. The motion passed unanimously.

Versailles Olde Tyme Apple Festival – Dina Dunklee with Versailles Chamber of Commerce presented the sponsorship form requesting \$3,000. The event has been held since 1979 and brings overnight guests that Versailles cannot accommodate, there is a carry over to other areas of the Lake. Lagina Fitzpatrick asked Dina if she would like a rate sheet for local lodging accommodations to be set up that can be added to their website or distributed out. Dina agreed that would be helpful, Lagina will direct Jen West with Group Sales to work on a rate sheet. At this time, no other Business District has reviewed. Brian Nivert made a motion for the Morgan County Business District to fund \$2,000 and an additional \$500 for sponsored Facebook posts. John Custer seconded the motion. The motion passed unanimously.

Local 148 Charity Bass Tournament – Brian Favier with Local 148 was unable to attend, Lagina Fitzpatrick stated the Local 148 Charity Bass Tournament is an event that has been funded for several years and is scheduled after Labor Day, \$3,500 is requested. The money requested helps offset cost and all proceeds will be donated to the Ronald McDonald House in St. Louis. Camden County Business District funded \$1,500. John Custer made a motion for the Morgan County Business District to fund up to \$2,000. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks Shootout Broadcast – Benne Media – The request for \$2,500 from Benne Media for the Lake of the Ozarks Shootout was presented by Lagina Fitzpatrick. John Custer stated that all areas of the Lake benefit the shootout. Camden County Business District funded up to \$2,000 and Miller County Business District funded up to \$1,000. John Custer made a motion for the Morgan County Business District to fund up to \$1,000. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Trail 2023 Commercial Campaign – The Lake of the Ozarks Golf Council has partnered with the Business Districts in the past and is requesting to partner again. The request is for \$15,000 which is half of the \$30,000 cost of the commercials. Camden County funded up to \$15,000. Morgan County does have one golf course, Indian Rock Golf Course, that is included in the Golf Trail. Brian Nivert made a motion for Morgan County Business District to fund \$1,000. John Custer seconded the motion. The motion passed unanimously.

Major League Fishing – Toyota Series Event; BLF Regional Championship; BLF Trial – Lagina Fitzpatrick presented each event and explained that the Camden County Business District had agreed to fund all three. It was agreed the Morgan County Business District will not fund the events.

Bassmaster Open – Lagina Fitzpatrick presented the sponsorship request for \$30,000 and stated that the event brings in a lot of coverage to for Lake area, the event is aired on ESPN. Camden County Business District funded up to \$20,000. John Custer made a motion for Morgan County Business District to fund up to \$5,000. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) Other New Business – John Custer inquired as to why the Morgan County Business District meeting will no longer be held at the VFW Post in Gravois Mills. Due to leadership, at this time, the post is closed. New sites were discussed in the Morgan County area. John Custer will reach out to Central Bank regarding holding meetings at the Laurie location.

## **7. OLD BUSINESS**

(A.) Additional Appointed Advisory Board Seat(s) – Due to the pending lawsuit, Brian Nivert made a motion to table the Additional Appointed Advisory Board Seat(s). John Custer seconded the motion. The motion passed unanimously.

(B.) Business District By-Laws - Due to the pending lawsuit, Brian Nivert made a motion to table the Business District By-Laws discussion. John Custer seconded the motion. The motion passed unanimously.

(C.) Granicus Update – Tracy McKinney updated information regarding the letters that had been sent out on behalf of the Morgan County Business District from Granicus. There has been an increase of 24 new owners and 50 properties since May 31, 2022.

(D.) Marketing Update - Marketing Update – Lagina Fitzpatrick gave an update on marketing; the FLW Bass Pro event held in May will be aired October 8 and 15, 2022, on Discovery; the MO Life TV episode that was filmed in September 2021 is done; ViewPoint with Dennis Quaid should have something back soon, it was reported that it would take six to eight weeks to have the first cut and it is that timeframe; Madden Media is working on an influencer coming to the area, however the cost has changed, plans were to have one set of influencers in the Fall and then in the Spring, however the raising cost may not allow both; Chiefs Radio will be on over 105 stations for 15 or 30 second spots, have an option of 8 games with the first one being September 11; Co-op submitted for the 4<sup>th</sup> quarter last week for over \$97,000.

(E.) Morgan Business District Rules & Regulations – Lagina Fitzpatrick explained that #11 in the Morgan Business District Rules & Regulations, addresses having a TCLA employee being able to be a signer on the checking accounts, will need to be voted on to be deleted, this is due to a statement made by the judge in the ongoing litigation. John Custer made a motion to update the Morgan County Business District Rules and Regulations bullet #11, to be removed regarding TCLA employees being able to sign on Morgan County Business District checks. Brian Nivert seconded the motion. The motion passed unanimously.

### **(F.) Other Old Business**

At 2:42 p.m. John Custer made a motion to go into Closed Session pursuant to RSMO Section 610.021 (1) Legal actions, causes of action or litigation involving public governmental body and any confidential or privileged communications between a public governmental body or its representatives and its attorneys. Brian Nivert seconded the motion. A roll call vote was taken; John Custer – yes; Brian Nivert – yes. The motion passed.

At 3:09 p.m. a motion was made by John Custer to come out of closed session. Brian Nivert seconded the motion. A roll call vote was taken; John Custer – yes; Brian Nivert – yes. The motion passed.

## **8. FUTURE MEETINGS**

Advisory Board Meeting is scheduled for Wednesday, September 21, 2022, at 1:00 p.m.

Advisory Board Meeting is scheduled for Wednesday, October 19, 2022, at 1:00 p.m.

**9. ADJOURN** - There being no further business to discuss, a motion to Adjourn the meeting was made by John Custer. Brian Nivert seconded the motion. The motion passed unanimously. The meeting adjourned at 3:11 p.m.