

**Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting**  
**Wednesday, December 21, 2022, 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 President 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

A quorum was present for the meeting.

Also in attendance, Paul Albers, Donna Bowers, Sonia Isle, Mike Koenigsman, Lagina Fitzpatrick, and Tracy McKinney.

**2. INTRODUCTIONS**

**3. APPROVAL OF AGENDA**

Brian Nivert made a motion to approve the agenda for the Morgan County Business District Advisory Board December 21, 2022, meeting as presented. John Custer 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 November 16, 2022, 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**

Lagina Fitzpatrick stated the lodging tax collection of Morgan County is up 35.84% and all three counties combined is up 10.37%. John Custer inquired if the lodging tax has been released from the county collector, Lagina stated that the judge stated that funds will be released quarterly, at this time.

**7. NEW BUSINESS**

(A.) Approval of Funding Disbursement Report #314 – With no questions John Custer made a motion to approve Morgan County Funding Disbursement Report #314. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests

National Crappie League Division 1 – Paul Albers with the National Crappie League presented the funding request for the Division 1 event for \$12,500, that will take place September 9, 2023, and the Open Division 1 Tournament for \$15,500 that will be held April 7 – 8, 2023, at Captain Ron's in Camden County. Camden and Miller County Business Districts have approved to fund

the Open Division 1 Tournament for the full amount of \$15,500. Paul stated the funding request for the Division 1 event if funded for \$7,500 will bring the event to the Lake or \$12,500 that would add airtime on the Pursuit Channel. The Division 1 event will be promoted on the website, posters, and trifolds. Paul explained the live well check and the weigh in will take place at the Gravois Mills Access, however the anglers will be able to launch from any location. Brian Nivert made a motion to fund \$12,500 for the National Crappie League Division 1 event. John Custer seconded the motion. The motion passed unanimously.

Stover's Rock Island Festival – Donna Bowers representing the Stover Chamber of Commerce presented the funding request for \$5,000 for the Rock Island Festival. Donna explained that with the Rock Island Trail expected to come through the area the festival was organized and held last year, this was the first year with close to 10,000 attending. The festival this year is scheduled for October 13 - 14, 2023, with a sanction BBQ contest. Donna stated last year there were 30 to 40 vendors, petting zoo, kids' zone, tractor pull, and the Missouri Best Vine Trail for the festival with the expectation of the same events. Brian Nivert made a motion to fund \$5,000 for the Stover's Rock Island Festival. John Custer seconded the motion. The motion passed unanimously.

(C.) FY24 Marketing Plan & Budget Meeting – John Custer inquired if the Advisory Board can hold the budget and marketing discuss during the regular meeting in January, Lagina stated that due to additional items scheduled for the January meeting it would not fit into the schedule. Brian Nivert made a motion to add the FY24 Marketing Plan and Budget to the February meeting agenda. John Custer seconded the motion. The motion passed unanimously.

(D.) Annual Meeting Date/Election Process – Lagina Fitzpatrick stated that a date will need to be set for the Morgan County Business District Annual Meeting and the election process. Lagina stated in the past, the Morgan County Clerk would not assist in the election in the past. John Custer asked the process of the election, Lagina stated that information will need to be sent out 45 days prior to the Annual Meeting, absentee ballots will be available at the operation office, 985 KK Drive, the TCLA office with the in-person vote taking place at the Annual Meeting. Lagina also explained in the past two elections a representative from the VFW handled the ballots, however the VFW might not be able to assist. Mike Koenigsman stated that the Lake West Chamber would assist in the election process. Brian Nivert made a motion for the Morgan County Business District Annual Meeting to be held on March 15, 2023, at 1:00 p.m. with the Advisory Board meeting to follow and the Lake West Chamber assisting in the election process the day of the meeting. John Custer seconded the motion. The motion passed unanimously.

(E.) Other New Business – Brian Nivert stated the Laurie Terrace Mall has a new owner with plans to update the property.

## **8. OLD BUSINESS**

(A.) Marketing update – Lagina Fitzpatrick gave a marketing update; Lagina attended the Madden Media Conference in Tucson, AZ at the beginning of December; the 2<sup>nd</sup> quarter is wrapping up and spring/summer campaigns will start soon; Coop marketing has been increased from the expected \$225,000 to \$250,000.

(B.) Other Old Business – John Custer requested an update on the pending lawsuit in Camden and Miller County. Lagina Fitzpatrick stated that a hearing was held for a total of four days in November that was closed, there is not much information to share. The only information that is known at this time; the judge requested all briefs to be turned in by January 31, 2023; the funds need to be released quarterly, as stated in the state statutes; the judge throw out the motion to

overturn the 2020 elections; at this time until the judge makes a ruling, business will move on as is.

**9. FUTURE MEETINGS**

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

Advisory Board Meeting is scheduled for Wednesday, February 15, 2023, at 1:00 p.m.

Annual Meeting is scheduled for Wednesday, March 15, 2023, at 1:00 p.m. with monthly Advisory Board meeting to follow.

**10. 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 2:41 p.m.