

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, February 15, 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 President 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 was taken:

John Custer – Present
Brian Nivert – Present

A quorum was present for the meeting.

Also in attendance Mike Koenigsman, 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 February 15, 2023, meeting 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 January 18, 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 December shows the Morgan County Business District at an increase of 28.58% over last year. The lodging tax collected funds will not be released until May 15, 2023, or if a ruling is made in the pending lawsuit by the judge before that date, at this time the amount being held is approximately \$40,000 in collected lodging tax for October, November, and December.

7. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #316 – With a review of Funding Disbursement Report #316, Brian Nivert asked about MMEA, the Missouri Music Educator Association, a conference that has been coming to the Lake for years, it has been a line item on the TCLA budget due to the large size of the event and the number of rooms that it generates for several different lodging facilities. TCLA also assists the conference with staffing people to help with registration, directions, and other tasks at the conference. Brian Nivert made a motion to approve Morgan County Funding Disbursement Report #316. John Custer seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests

There are none at this time, Brian Nivert inquired if Dina Dunklee with Versailles Chamber had reached out to Lagina Fitzpatrick regarding a funding request, Lagina stated that Dina was not able to attend the February meeting, however, is able to attend the March meeting and the request will be reviewed at that time.

(C.) FY24 Marketing Plan – The FY24 Morgan County Business District Marketing Plan was reviewed with changes from FY23 Marketing Plan. The majority of changes that have been made to the marketing plan is updated information with final dates from FY22. On page 6, the bullet point ‘Support and promote new events in the Morgan Business District region’ was added, after review, it was determined that ‘Create’ will be added before support in the bullet point. The joint marketing analytics added the information from FY18 and FY19 over the information regarding FY20 and FY21, due to the pandemic and an increase in website traffic from a TMZ story regarding the Lake in 2020. Brian Nivert inquired if the billboards were still performing well, at this time, billboards are doing well, with the cost increasing on only one of the billboards. New creative is set for the billboards and start run March to June. John Custer asked if the billboards were able to be used with matching funds, matching funds can be used on three of the four billboards, the three that are with the company Outfront.

(D.) FY24 Business District Budget – A review of the proposed FY24 Morgan County Business District Budget was discussed. The revenues listed are based on the projected lodging tax collections from this fiscal year through December, Morgan County is showing over \$95,000 in lodging tax collected with six months left in the year. Projected interest is also listed under revenue. The operational expenditures are set expensed through the year, due to the increase in board insurance, it will be increased from \$1,300 to \$1,500; with the audit, CPA, and legal expense staying the same. Special events funding is now broken down with the annual events that are funded on separate line items, \$10,000 is set up in event reserve for additional events and \$11,000 for fishing reserve. The Business District marketing expense at \$10,437.00 was added to the budget for FY24 due to Morgan County wanting to do separate marketing for the county. A discussion was held regarding what would be the call to action, since the cost of a separate website would be to expense, information will be gathered to have a landing page for Morgan County on funlake.com and will be reviewed at the next meeting. The joint marketing allocated amount will stay at \$50,000, when all three budgets are approved, the breakdown of the marketing plan will be better understood. The amount for TCLA services will be \$20,000. John Custer inquired as to why the City of Laurie for the Hilly Billy Fair is not listed under the annual events, there have not been any requests from the City of Laurie at this time. With the change to the board insurance of an increase of \$200, the \$200 will be taken out of the Business District marketing expense to put the balance at \$10,237.00.

John Custer made a motion to approve the FY24 Morgan County Business District Marketing Plan with noted changes and corresponding changes to the FY24 Morgan County Business District Budget. Brian Nivert seconded the motion. The motion passed unanimously. Brian Nivert made the motion to approve the amount of \$50,000 allocated to the joint marketing budget. John Custer seconded the motion. The motion passed unanimously. Brian Nivert made a motion to approve the FY24 Morgan County Business District Budget with noted changes. John Custer seconded the motion. The motion passed unanimously.

(E.) FY24 Business District Agreement with TCLA – The FY24 Business District Agreement with TCLA has been updated with changes based on suggestions from attorney Marc Ellinger who

reviewed on behalf of the Camden County Business District. A noted change is on the second page regarding the agreed amount, it will be TCLA services only on an approximate monthly basis. John Custer made a motion to approve the FY24 Business District Agreement with TCLA. Brian Nivert seconded the motion. The motion passed unanimously.

(F.) Business District Logo – A design for a new logo for the Morgan County Business District was emailed to both Brian Nivert and John Custer for review earlier, John Custer made a motion to approve the presented logo for the Morgan County Business District. Brian Nivert seconded the motion. The motion passed unanimously.

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

8. OLD BUSINESS

(A.) Marketing update – The next Joint Marketing meeting is scheduled for March 7, 2023, at 10:00 a.m. the meeting had previously been planned on for February, however with the expectation of all three Business Districts having the FY24 Budgets approved, the amount set for marketing will be known.

(B.) 2023 Business District Election Update – Due to the pending lawsuit, the Business Districts or TCLA were not able to handle the elections which would have had the County Clerks handling the elections. The County Clerks require the elections to have been filed in December, the Business Districts did not receive the information in time, this will require for elections next year. The seat held by Brian Nivert will carry over until next year.

(C.) Granicus Update – An updated number of properties that have come into compliance since letters regarding the lodging tax were sent out in June 2022 there has been an increase in property units of 134. The contract for Granicus is up for renewal, Brian Nivert made a motion for Morgan County Business District to renew the contract with Granicus based on the approval by Camden and Miller County. John Custer seconded the motion. The motion passed unanimously.

(D.) Other Old Business – An invoice was received regarding the VFW Fishing Tournament that was approved for funding at the October 19, 2022, meeting. The invoice was generated from the Lake West Chamber, due to the approval being for VFW, the information needs to be correct and understood. Brian Nivert explained the VFW post in Gravois Mills is no longer operating, the American Legion post 624 will now host the event and the proceeds will go to different Veterans groups after the event. Morgan County Business District and the Lake West Chamber will be partnering to hold the event, the sponsorship invoice will be paid to the Lake West Chamber, who will handle paying invoices for the event. With additional questions to answer, the discussion was tabled for the next meeting.

9. FUTURE MEETINGS

Business District Annual Meeting is scheduled for Wednesday, March 15, 2023, at 1:00 p.m.

Advisory Board Meeting scheduled for Wednesday, March 15, 2023, following the Annual Meeting.

Joint TCLA and Business District meeting scheduled for Wednesday, April 12, 2023 @ 9:00 a.m.

Advisory Board Meeting scheduled for Wednesday, April 19, 2023 @ 1:00 p.m.

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 3:13 p.m.

