

**Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting**  
**Wednesday, February 21, 2024, 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 1:03 p.m. A roll call attendance for the Advisory Board meeting was taken:

Brian Nivert – Present

John Custer – Present

A quorum was present for the meeting.

Also, present were Pamela Quinn with LakeDays.Rentals, Dina Dunklee with Versailles Chamber, Crystal Debolt and Christy Callahan for the MXC Racing Series, Cheri Cranfrea with Stover Chamber, Joel Krull and Rhonda Murphy with Great American Dive Bar, Lagina Fitzpatrick, and Tracy McKinney

**2. Introductions**

Introductions were made.

**3. Approval of the Agenda**

John Custer made a motion to approve the February 21, 2024, Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting agenda. Brian Nivert seconded the motion. The motion passed unanimously.

**4. Public Comments**

No public comment at this time.

**5. Minutes**

John Custer made a motion to approve the January 17, 2024, 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 report through December was presented, Morgan County is reporting an increase of 16.39%. Camden, Miller, and Morgan County combined is reporting an increase of 7.98%.

**7. Municipalities and Chamber of Commerce Updates**

Mike Koenigsman with Lake West Chamber was not able to attend, however sent a message to thank the Morgan County Business District for supporting the Lake West Chamber St. Patrick Boat Parade and Pub Crawl scheduled for March 16, 2024.

Cheri Cranfrea with the Stover Chamber stated that at the last chamber meeting all directors for the chamber stayed the same. Work is currently being done on the Rock Island festival and new events are being worked on.

**8. New Business**

(A.) Approval of the Funding Disbursement Report #328 – The Morgan County Funding Disbursement Report #328 was presented for review, it was noted that co-op reimbursement was credited from the first quarter. With no other questions John Custer made a motion to approve the Morgan County funding disbursement report #328. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Stover Rock Island Festival – October 2024 – Cheri Cranfrea with the Stover Chamber presented the sponsorship request for the Stover Rock Island Festival. This will be the third year for the event. This year there will be a local BBQ competition on Thursday. Friday the competitors for the KCBS event will be arriving and Saturday being the main events. Advertising has started in radio and newspapers in the Kansas City and Jefferson City areas. Brian Nivert made a motion to fund \$5,000 for the Stover Rock Island Festival. John Custer seconded the motion. The motion passed unanimously.

MXC Racing Series – MOTO LOTO May 2024 – Crystal Debolt and Christy Callahan presented the MXC Racing Series funding request. The event will take place at LOTO Off Road in Versailles. Last year the event was held as a pop-up event, this year it will be more structured and scheduled. The event will be for all age groups and will be coming from all over the Midwest region. Last year as a pop-up event the attendance was over 600 with 171 racers, the issue is available rooms in Morgan County. TCLA can help with gathering information regarding available rooms and rates for the timeframe of the event. The board would like survey information gathered for reporting after the event regarding attendance and where they traveled from. Brian Nivert made a motion to fund \$7,500 for the MXC Racing Series. John Custer seconded the motion. The motion passed unanimously.

Big Bass Bash – Fall 2024 and Spring 2025 – Big Bass Bash is the largest fishing event at the Lake and has several weigh-in locations. Survey information is provided regarding where competitors come from and where they are staying. Last year Morgan County approved to fund \$3,000. The request will be reviewed at the Camden County Business District meeting held, Thursday, February 22, 2024. Brian Nivert made a motion to fund \$3,000 for the Fall 2024 and Spring 2025 Big Bass Bash. John Custer seconded the motion. The motion passed unanimously.

Ozarks Rides Rally presented by BikeFest – May 2024 - The Ozarks Ride Rally was created by Lake Ozark Harley Davidson and has been successful in the two years of the event, however BikeFest has taken over the event. The event will be the second weekend in May and sponsors will set up the rides which will consist of around 20 motorcycles for each ride. Each ride will start at one sponsor location and end at a different sponsor location. The BikeFest committee will use the requested funds for marketing the event. There is a discussion to add the Great American Dive Bar as one of the sponsors to include Morgan County on the ride. Miller County Business District approved \$1,000, the request will be reviewed at the Camden County Business District meeting held, Thursday, February 22, 2024. John Custer made a motion to fund up to \$1,000 for the Ozarks Rides Rally. Brian Nivert seconded the motion. The motion passed unanimously.

Ozark Grillin and Chillin Festival – June 8, 2024 – Dina Dunklee with the Versailles Chamber presented the Ozark Grillin and Chillin Festival, this was the Made in Missouri event in the past. There will be an SCA sanctioned event, competitors come from all over the world to compete for points to make it to the final event in Texas. Dina stated the event is teaming up with Travis Kurtz with Sonic for a truck show for the event, this will also drive visitors to the area. This is a Morgan County only event. Brian Nivert made a motion to fund \$5,000 for the Ozark Grillin and Chillin Festival. John Custer seconded the motion. The motion passed unanimously.

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

## **9. Old Business**

(A.) Morgan Marketing Update – The updated information has not come in from McDaniels Marketing, the information to this point has reflected a good performance of the marketing.

(B.) Other Old Business – None at this time.

## **10. Future Dates**

Morgan County Advisory Board meeting is scheduled for Wednesday, March 20, 2024, at 1:00 p.m.

Morgan County Business District Annual meeting is scheduled for Wednesday, March 20, 2024, at 2:00 p.m.

Joint meeting with TCLA Board and the Business Districts of Camden and Miller County is scheduled for Wednesday, April 10, 2024, at 9:00 a.m.

## **11. 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 was adjourned at 1:57 p.m.