

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, January 18, 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 1:03 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, Pamela Quinn, Dina Dunklee, 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 January 18, 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 December 21, 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

The lodging tax collection report is showing Morgan County up by 27.93% with the total of all three counties up 9.34%. John Custer stated that bookings for 2023 at this time have been good, however the majority of bookings for the season usually start coming in the middle of March. Pamela Quinn agreed she was seeing similar numbers for her rentals.

7. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #315 – Reviewing the Morgan County Funding Disbursement Report #315, Brian Nivert inquired as to what marketing is done with Tik Tok, Lagina Fitzpatrick stated content videos. Brian also inquired if the responsive ads that are being handled by McDaniels Marketing are able to be part of Co-op in FY24, Lagina stated at this time they will not be. John Custer made a motion to approve the Morgan County Funding Disbursement Report #315. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests

Lake West Chamber St. Pat's Day Pub Crawl – Mike Koenigsman with the Lake West Chamber presented the request for the St. Pat's Day Pub Crawl for \$8,000, that will be used for the cost of security and buses. The event will take place on March 11, 2023, with the plan of eight security guards and 9 buses for the event. The funding request will be presented at the Camden County scheduled meeting on Monday, January 23, 2023. Pamela Quinn inquired which bars will be participating, Mike stated at this time 11 establishments total have responded, still waiting for response from two. There will be a main hub for buses at the Wood's parking lot and the sponsored lodging will be Bear Bottom Resort, Deepwater Inn, Rock Harbor Resort, Hawks Landing Resort, and Captain Ron's rental homes. John Custer made a motion to approve up to \$4,000 of the Lake West Chamber St. Pat's Day Pub Crawl. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) Joint Business Districts Board/TCLA Board Quarterly Meetings – With the change of the TCLA by-laws and the separation of the boards, there has been discussions of having a joint Business District and TCLA board meeting, however nothing has been scheduled at this time. The next TCLA board meeting is scheduled for February 8, 2023, with another meeting scheduled for May 10, 2023, however due to scheduling conflicts the May meeting will need to be changed to April with the possibility of having a joint meeting. Lagina Fitzpatrick stated that Miller County Advisory Board has agreed, and the subject will be discussed at the Camden County meeting.

(D.) Other New Business - John Custer feels that with the funding requests, that due to the pending lawsuit, the Advisory Board is under scrutiny to make the best decision for what is funded, and it is important to have the information regarding how the event has affected the area. John stated that since he has been serving on the Advisory Board, the amount of funded requests has increased, this is in part of an increase in lodging tax collection, more request coming in, and having a full board to have meetings on a regular basis.

Brian Nivert stated that he was able to reach out to Buffalo RV Park, a new property, however they will not be able to open at this time. Brian inquired regarding Hilty Inn B&B closing and the Hawthorne Inn opening in their place regarding the lodging tax, it was agreed that Tracy McKinney will reach out to the new owners to discuss the lodging tax.

8. OLD BUSINESS

(A.) Marketing update – The next marketing meeting is expected to be scheduled in late February with the hopes of the FY24 budgets and marketing plans for all three counties to be completed and approved. For FY24 the Co-op amount was changed from \$225,000 to \$250,000 and with the completion of the 2023 Vacation Guides, new imagery is available for creative in billboards and other marketing opportunities.

(B.) 2023 Business District Election Update – Due to the pending litigation, because of the grant of partial summary judgement that states neither the Business District nor TCLA should be involved in conducting the elections. Brian Nivert inquired how Camden County is handling the election, Lagina Fitzpatrick stated the Camden County Clerk is handling the election and still allowing the property management/proxy vote. Miller County will be reaching out to the county clerk.

(C.) Other Old Business - none

9. FUTURE MEETINGS

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

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

10. 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 adjourned at 1:53 p.m.