

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday June 21, 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 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 Lagina Fitzpatrick, Paul Albers, Brian Sowers, Cheri Cranfrea, Dina Dunklee, and Tracy McKinney.

2. Introductions

Introductions were made around the table.

3. Approval of the Agenda

John Custer made a motion to approve the June 21, 2023, 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

Cheri Crandrea with Missouri's Best gave a brief summary of her work at Missouri's Best.

5. Minutes

John Custer made a motion to approve the May 17, 2023, the 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 April is in the packet. Morgan County collection is reporting an increase of 36.9%. Camden, Miller, and Morgan County combined are reporting a 10.15% increase, the increase should be higher, Camden County did not report the full month due to the office moving back to the courthouse.

7. Municipalities and Chamber of Commerce Updates

Dina Dunklee with the Versailles Chamber of Commerce stated the Made in Missouri Festival had taken place with a lower-than-expected turnout, the thought was there had been several events at the Lake on the same weekend. A new project for next year is being worked on, she will keep the board updated as it gets finalized. Work is continuing for the Olde Tyme Apple Festival, Versailles is on track to have a more vendors than normal. The Independence Day celebration will be held on July 3rd, with food trucks, bounce house, beer garden and fireworks, the event is being held on the 3rd so visitors to the event can spend Independence Day with family.

8. New Business

(A.) Approval of the Funding Disbursement Report #320 – The Morgan County Funding Disbursement Report #320 is in the packet. With no questions, John Custer made a motion to approve the Morgan County Funding Disbursement Report #320. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request –

Morgan County 4-H & FFA Youth Fair – The Morgan County 4H & FFA Youth Fair is a local event, John Custer stated that he feels that if the event is not creating room nights, the board should not be approving to fund the event. After a short discussion, John Custer made a motion to not fund the Morgan County 4H & FFA Youth Fair. Brian Nivert seconded the motion. The motion passed unanimously.

National Crappie League National Championship & Expo – Paul Albers and Brian Sowers were in attendance to present the National Championship & Expo funding request, they had presented at Miller County Business District meeting yesterday, June 20, with funding of up to \$5,000 being approved, they will present at Camden County Business District on Thursday, June 22. The event will take place March 2026, at the Lodge of Four Seasons. The request is for the National Championship and Expo. The championship will take place Thursday through Saturday and the Expo will take place Friday through Sunday. There will be a Media Fish-Off on Wednesday morning and welcome dinner Wednesday evening before the event. The expected anglers are between 180 – 200 2-person teams and will be able to stay anywhere at the Lake. The teams will be able to launch from anywhere, weigh-in locations have not been decided yet, however the final day's weigh-in will take place at the Lodge of Four Seasons. Paul Albers reviewed the income to expense and economic impact the events can have on the Lake. Paul explained that if the event was funded half of the payment would need to be paid in the fall of 2025 with the remainder being paid January 2026, Paul also stated that the National Crappie League would like to have the event at the Lake every 3 to 4 years. Brian Nivert made a motion to fund the National Crappie League National Championship & Expo for up to \$10,000. John Custer seconded the motion. The motion passed unanimously.

National Crappie League Open Division National Qualifier – The Open Division National Qualifier is scheduled for April 2024, this past year the event took place over Easter Weekend with a low turnout. Miller County Business District reviewed the funding request at the June 20 meeting and approved up to \$1,000 for the event. Camden County Business District will review the funding request at the June 22 meeting. For the 2024 event the schedule will be after Easter. There is an expected 75 – 80 boats for the spring event. The 2023 event, Camden County approved funding of \$14,500 with Miller County approving \$1,000, Morgan County fully funded the fall event that will take place in Gravois Mills. Brian Nivert made a motion to fund the National Crappie League Open Division National Qualifier for up to \$1,000. John Custer seconded the motion. The motion passed unanimously.

(C.) Other New Business – No other new business.

9. Old Business

(A.) Morgan Business District Marketing – The Morgan County Business District Advisory Board approved over \$10,000 to market the Morgan County area, suggestions regarding advertising the area were given; Outdoor Guide, Lake of the Ozarks Vacation Guide, Midwest Outdoor were ideas for print. Retargeting was also suggested between the months of February to April. John Custer inquired if it would be better to have retargeting starting in November and going to January. John would like to research booking history to decide what timeframe would be better. John Custer made a motion to table the Morgan County Business District Marketing. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Granicus – Both Brian Nivert and John Custer agreed to not consider renewing with Granicus at this time, however, would like to consider in a year or two.

(C.) Other Old Business – No other old business.

10. Future Dates

Morgan County Advisory Board Meeting is scheduled for Wednesday August 16, 2023, at 1:00 p.m.

Morgan County Advisory Board Meeting is scheduled for Wednesday September 20, 2023, at 1:00 p.m.

11. 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 was adjourned at 2:27 p.m.