

LOTO Area Business District of Morgan County Annual Board Meeting
Wednesday, March 15, 2023, 1:00 p.m.
Central Bank – Laurie Branch
Laurie Community Room, 101 Dogwood Lane, Laurie, MO – Morgan County

1. CALL TO ORDER

Brian Nivert called the meeting of the Lake of the Ozarks Area Business District of Morgan County Advisory Board Annual Meeting to order at 1:07 p.m.

Board Members Present

Brian Nivert
John Custer

Others present for the meeting were Lagina Fitzpatrick, Tracy McKinney, and Dina Dunklee.

2. APPROVAL OF AGENDA

John Custer made a motion to approve the Lake of the Ozarks Area Business District of Morgan County Annual Meeting Agenda for March 15, 2023, as presented. Brian Nivert seconded the motion. The motion passed unanimously.

3. INTRODUCTIONS OF ADVISORY BOARD, STAFF & GUEST

4. APPROVAL OF ANNUAL MEETING MINUTES

John Custer made a motion to approve the March 29, 2022, Lake of the Ozarks Area Business District of Morgan County Annual meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

5. OVERVIEW OF BUSINESS DISTRICT AND TCLA STRUCTURE

(A.) Advisory Board Officers – For the Morgan County Business District, Brian Nivert is the Chairperson and Budget Officer, John Custer is the Secretary.

(B.) TCLA Administration & Marketing Support – The Morgan County Business District has a signed agreement with TCLA to handle several duties, a brief description was given of the duties. A complete list of the duties is listed on the signed agreement and available to review. TCLA is the DMO, Destination Marketing Organization for Morgan County.

6. BUSINESS DISTRICT BUDGET

(A.) Tax Collection Update – Through January 2023, Morgan County Business District has seen an increase of 28.96% for FY23. Morgan County Business District ended FY22 with an increase of 44.22% over FY21.

Granicus Numbers – The combined counties of Camden, Miller, and Morgan contracted with Granicus, a company to help with compliance of short-term rentals. There has been an increase in Morgan County to the total number of lodging owners of 34, with a total of 135 properties since letters were sent out on June 13, 2022. The numbers also include campgrounds that have opened in Morgan County.

(B.) FY23 Budget To-Date – The current cash position is at \$100,146.15, with an additional \$61,068.09 being held at the Morgan County Collector level due to the pending lawsuit, funds are scheduled to be released on May 15, 2023, or the outcome of the pending lawsuit. The Morgan County Business District approved \$50,000 for the FY23 Joint Marketing Budget with \$27,288.71 allocated as of the end of February. The Morgan County Business District approved \$13,372 for the Business Administration cost with \$9,113.08 allocated through the end of February. The Business District budgeted \$20,000 for special events and fishing events, to date the Business District has approved \$50,450 for special events and fishing events.

Creation of Business District Logo – The Morgan County Business District approved a new logo to use for marketing and sponsorship recognition.

(C.) FY24 Budget – The FY24 Morgan County Business District Budget was approved in the February 2023 meeting, the fiscal year runs July 1, 2023, to June 30, 2024.

7. BUSINESS DISTRICT MARKETING

(A.) FY23 Marketing Update – The Morgan County Business District approved the FY23 Joint Marketing Plan March 29, 2022, and has been updated as needed. TCLA, as DMO, was able to apply for Matching Marketing Grants through the Missouri Division of Tourism in FY23 for a total of \$450,000.

(B.) FY23 Sponsored/Funded Special Events – The Morgan County Business District has approved \$50,450 to support events mostly in Morgan County and jointly with Camden and Miller County for Lake wide events.

Business District Creating Special Events – The Morgan County Business District Advisory Board has been working on creating special events for the Morgan County area; what started as the VFW Fishing Tournament is now the Veteran’s Open Fishing Tournament which takes place at the Gravois Mills Public Access, and work is being done with the local chamber on other events. John Custer took this time to suggest that the Advisory Board needs to evaluate the events that are presented to keep with the mission events that create overnight stays.

(C.) FY24 Marketing Plan – The FY24 Marketing Plan was approved in the February 2023 meeting. The marketing plan is a fluid document and will be updated as needed.

8. BUSINESS DISTRICT RULES & REGULATIONS

The Morgan County Business District operates under the current by-laws; however, rules and regulations were approved this past year. The Business District has plans to review with the possibility of revising the current Morgan County Business District By-Laws.

9. 2023 BUSINESS DISTRICT ELECTIONS

(A.) 2023 Election Update – Due to the ongoing litigation, the judge ordered the Morgan County Clerk to handle the Business District elections, however due to a lack of communication the election information was not filed with the county clerk. One seat was up for election, which will be held an additional year by Brian Nivert. The Business District will work with the Morgan County Clerk to get the election lined up for the 2024 election.

10. Q & A

There were no questions at this time.

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 1:45 p.m.