

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, March 15, 2023, following Annual Meeting
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 1:59 p.m. A roll call attendance for the Advisory Board was taken:

John Custer – Present
Brian Nivert – Present

Also in attendance Mike Koenigsman, Dina Dunklee, 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 March 15, 2023, meeting as presented. Brian Nivert seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS

5. MEETING MINUTES

John Custer made a motion to approve the February 15, 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 January 2023 has Morgan County at an increase of 28.96% over last year. The lodging tax collection funds are still being held at the county collector level and is scheduled to be released either May 15, 2023, or at the time a judgement is reached.

7. NEW BUSINESS

(A.) Approval of Funding Disbursement Report #317 – With no questions regarding Morgan County Funding Disbursement Report #317, John Custer made a motion to approve. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests

Made in Missouri – June 3, 2023 – Dina Dunklee with the Versailles Chamber of Commerce presented the funding request for Made in Missouri, the event was established in 2021 however this is the first year requesting funds. Made in Missouri is a local event that highlights items that are handmade in the state. Events added this year include home brewing and a corn hole tournament; this will help increase overnight stays due to the popularity of both. Brian Nivert made a motion to fund the full amount request of \$3,000. John Custer seconded the motion. The motion passed unanimously.

Big Bass Bash – Spring/Fall 2023 – In the past the Business Districts have approved funds to the Big Bass Bash, however last year there was not a funding request submitted. This year there is a request for \$11,500 for both the spring and fall tournaments. Since the Big Bass Bash has weigh in sites all over the Lake area the request will be presented to all three Business Districts, Morgan County is the first to be presented with the request. Brian Nivert made a motion to fund up to \$3,850 for the Big Bass Bash Spring and Fall tournament. John Custer seconded the motion. The motion passed unanimously.

A discussion was held regarding the VFW Fishing Tournament that had funds approved October 19, 2022. The event is scheduled to take place on May 6, 2023, and there is not much information about the event to run a Facebook post that was part of the approved funds.

(C.) Funlake – Business District Members Weblink – Research was gathered on the properties that remit the lodging tax in Morgan County and which have websites to possibility have the Morgan County Business District pay for weblinks on funlake.com. Currently there are 23 owners that have websites, however more research will need to be obtained due to several already have paid weblinks with the Convention and Visitors Bureau. Brian Nivert made a motion to table the discussion until the next meeting. John Custer seconded the motion. The motion passed unanimously.

(D.) Other New Business – New checks need to be ordered with the correct address; Brian Nivert made a motion to have new checks ordered with the correct information. John Custer seconded the motion. The motion passed unanimously.

8. OLD BUSINESS

(A.) Marketing update – The Joint Marketing meeting was held March 7, 2023, the Joint Marketing Committee agreed to allow changes in companies from McDaniels Marketing from Madden Media depending on the cost and benefits from the change, McDaniels created the new funlake.com website. Billboards started running again this month and will continue through June.

(B.) FY24 Business District Marketing – Morgan County Business District is interested in doing marketing for Morgan County only, it is possible to have a landing page for Morgan County on funlake.com. The landing page would have events listed, which would include links to the websites for the events, and updated Morgan County Business District information. Information will be collected on possible campground/outdoor publications and retargeting ads for the area.

(C.) Other Old Business – Mike Koenigsman with Lake West Chamber of Commerce thanks the board for the funds for the St. Patrick’s Day Pub Crawl, it was a success.

9. FUTURE MEETINGS

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

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

Advisory Board Meeting scheduled for Wednesday, May 17, 2023, at 1:00 p.m.

Advisory Board Meeting scheduled for Wednesday, June 19, 2023, at 1:00 p.m.

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 2:57 p.m.