

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, March 20, 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 1:02 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 Cheri Cranford with Missouri Best Magazine, Christy Callahan LOTO Offroad, Joel Krull with Great American Campground and Blue Water Rentals, Lagina Fitzpatrick via phone, and Tracy McKinney with TCLA.

2. Introductions

Introductions were made.

3. Approval of the Agenda

John Custer made a motion to approve the March 20, 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 February 21, 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 is through January and is showing Morgan County at an increase of 10.14%. Combined, all three counties, Camden, Miller, and Morgan are reporting an increase of 8.96%.

7. Municipalities and Chamber of Commerce Updates

Cheri Cranford with the Stover Chamber of Commerce reported the chamber board meeting will be held Thursday, March 21, 2024, the agenda items will include the Stover Rock Island Festival and plans for other events to draw visitors to the Stover area.

8. New Business

(A.) Approval of the Funding Disbursement Report #329 – The Morgan County Funding Disbursement Report #329 was presented for review, with no questions Brian Nivert made a motion to approve funding disbursement report #329. John Custer seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Missouri's Best Red-Carpet Event & Porsche Races - Missouri's Best Red-Carpet Event & Porsche Races – Cheri Cranford with Missouri's Best Magazine presented the funding request for Missouri's Best Red-Carpet Event & Porsche Races. This is the 8th year for the event. The event is to take place at the Ozarks International Raceway in Gravois Mills. The Red-Carpet event is scheduled for Thursday, April 25. Friday, Saturday, and Sunday, April 26 – 28, 2024, will be the Porsche races, with 150 drivers currently from the Kansas City Porsche Club to participate. Friday night will also host a music festival with three different bands. The Versailles Sonic Car Club will also be in attendance during the Porsche Races. Participates of the event will need lodging options all over the Lake area. Brian Nivert made a motion to approve \$5,000 to fund Missouri's Best Red-Carpet Event & Porsche Races. John Custer seconded the motion. The motion passed unanimously.

OAXC Racing Series – MOTO LOTO – May 4 – 5 – Christy Callahan with LOTO Offroad presented the OAXC Racing Series scheduled for May 4 and 5, 2024 request. This is a side-by-side racing event, which is what usually takes place at LOTO Offroad. This is the first year for the event to take place. Saturday, May 4, will have two and a half hours of racing with other offroad side-by-side events scheduled for the remainder of Saturday and all-day Sunday. John Custer inquired to the number of entries, there are some at this time, however it is unknown of the number that will attend. Christy stated that the individuals interested have been looking for larger places to stay then at LOTO Offroad, this should be a good opportunity for local lodging facilities in the area. John Custer made a motion to fund \$7,500 for the OAXC Racing Series – MOTO LOTO. Brian Nivert seconded the motion. The motion passed unanimously.

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

9. Old Business

(A.) Morgan Marketing Update – Lagina Fitzpatrick stated that new the digital wrap-up numbers were great with over 41,000 page views on the Morgan County funlake.com landing page. A discussion was held regarding adding additional funds for this fiscal year to extend the Morgan County marketing effort. John Custer made a motion to spend an additional \$5,000 for April and May of this fiscal year for Morgan County Marketing. Brian Nivert seconded the motion. The motion passed unanimously.

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

10. Future Dates

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.

Morgan County Advisory Board meeting is scheduled for Wednesday, April 17, 2024, at 1:00 p.m.

Morgan County Advisory Board meeting is scheduled for Wednesday, May 15, 2024, at 1:00 p.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 1:29 p.m.