

**LOTO Area Business District of Morgan County Annual Board Meeting**  
**Tuesday, March 29, 2022, 1:00 p.m.**  
**VFW Post 5178**  
**115 Troutdale, Gravois Mills, 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 to order at 1:48 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**

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

**3. Introduction of Advisory Board, Staff and Guests – Introduction made.**

**4. Brief Overview of Business District and TCLA Structure –**

(A.) Advisory Board Officers – Brian Nivert, Chair and John Custer, Secretary – Brian Nivert gave a brief description of Morgan County Business Board and TCLA staff.

(B.) TCLA Board Structure Update – Brian Nivert gave an update on changes to the TCLA board with the revised TCLA By-Laws after the February 28, 2022, vote. Morgan County Business District will need to appoint a TCLA Board Member to represent Morgan County, at this time a call is out to Pamela Quinn with LakeDays.Rentals to fill the position.

**5. Business District Budget**

(A.) Tax Collection Update – Brian Nivert gave a brief update on lodging tax collections, for FY21 Morgan County Business District was up 36.24% over FY20. Through the end of January of this fiscal year, Morgan County Business District is up 43.46%.

(B.) FY22 Budget To-Date – Brian Nivert went over the details of the status of the budget to-date. The current Cash Position is \$134,819.34, at this time last year it was \$84,453. Currently \$20,664.41 of the \$35,741 approved budgeted amount to TCLA has been allocated.

(C.) FY23 Budget – Brian Nivert reported that at the Morgan County Advisory Board Meeting earlier in the day, the Morgan County Business District FY23 Budget was approved for \$50,000 to TCLA's FY23 Budget, \$13,372.08 for set fees, and \$20,000 for Event Funding and Fishing Tournaments. There will be a written agreement between Morgan County Advisory Board and TCLA with the allocation of funds.

**6. Business District Marketing**

(A.) FY22 Marketing Update – Brian Nivert gave an update on the marketing efforts that are in place for FY22, along with funds that TCLA was able to apply for being the DMO with matching funds.

(B.) FY22 Sponsored/Funded Special Events – Brian Nivert reported that Morgan County Business District had \$15,000 in the budget for Special Events and Fishing Events, at this time \$11,500 have been allocated.

(C.) FY23 Marketing Plan – Brian Nivert reported that the FY23 Marketing Plan for the Morgan County Business District was approved at the Morgan County Advisory Board Meeting earlier in the day.

#### **7. Business District Rules and Regulations Update**

Brian Nivert informed the group that the Morgan County Advisory Board reviewed and approved the rules and regulations at the Advisory Board meeting earlier today, the rules and regulations fall outside of the Morgan County Business District By-Laws.

#### **8. 2022 Business District Elections**

(A.) 2022 Election Update – Brian Nivert stated that at time the election is still taking place.

**9. Q&A** – Dina Dunklee with the Versailles Chamber of Commerce thanked the Advisory Board for their support of the Olde Tyme Apple Festival.

#### **10. New Business**

A discuss was had on when to hold set meetings. John Custer stated that Wednesday afternoons worked best for him. The decision was made to have Morgan County Advisory Board Meeting the third Wednesday of the month. The next meeting will be held Wednesday, April 20, 2022, at 1:00 p.m. at the VFW Post 5178, 115 Troutdale, Gravois Mill, MO.

**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 adjourned at 2:29 p.m.