

**THE LAKE OF THE OZARKS AREA BUSINESS DISTRICT OF
MORGAN COUNTY ADVISORY BOARD MEETING**

VFW Hall, 115 Troutdale, Gravois Mills, MO

Tuesday, March 29, 2022, at 12:00 p.m.

1. CALL TO ORDER:

The Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting was called to order at 12:09 p.m. A roll call attendance was taken:

John Custer – Present

Brian Nivert – Present

A quorum was present for the meeting.

Also in attendance, Lagina Fitzpatrick, Tracy McKinney, and Dina Dunklee.

2. APPROVAL OF AGENDA: John Custer made a motion to approve the Agenda for the Morgan County Business District Advisory Board Meeting for March 29, 2022, as presented. Brian Nivert seconded the motion. The motion passed unanimously.

3. MEETING MINUTES: John Custer made a motion to approve the February 8, 2022, Lake of the Ozarks Area Business District of Morgan County meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

4. NEW BUSINESS:

(A.) Approval of Funding Disbursement Report #304 and #305 – With no questions Brian Nivert made a motion to approve Funding Disbursement Reports #304 and #305. John Custer seconded the motion. The motion passed unanimously.

(B.) Sponsorship Request

Ozarks Amphitheater – 2022 Concert Season Marketing – Lagina Fitzpatrick explained that Ozarks Amphitheater is requesting \$10,000 for the upcoming 2022 Concert Season for marketing, Lake of the Ozarks Area Business District of Camden County has already approved \$6,000, with that the Ozarks Amphitheater will display a banner and will have a link to lodging on their website. John Custer inquired if Miller County Business District had approved any funding, Lagina stated Miller County Business District did not have a quorum to discuss. Brian Nivert feels that Morgan County does not see much from the concert season, John Custer thinks that it could have a positive impact on Morgan County. Brian Nivert made a motion to fund \$2,000 of the \$10,000 requested for Ozarks Amphitheater. John Custer seconded the motion. The motion passed unanimously.

Guinness World Record Largest Parade of Boats Attempt – June 11, 2022 – Lagina Fitzpatrick gave details on the event and the changes that have been implemented since the attempt last year and the request made is for \$2,000. Camden County Business District is funding up to \$2,000 depending on the amount the Miller County Business District and Morgan County Business District will fund. Brian Nivert made a motion to fund \$1,000 of the \$2,000 for the Guinness World Record Largest Parade of Boats Attempt. John Custer seconded the motion. The motion passed unanimously.

(C.) Other New Business – John Custer suggested that Brian Nivert and himself sit down and talk to the organizer of the events that are held in Laurie to see how they can help to promote, due to

the Bar-B-Que event not happening this year. Brian Nivert stated that after inquiring, there was a lack of funding, however Brian feels that they should meet with the City of Laurie for all information to make sure lack of funding was the only issue.

Brian Nivert stated that concerning the VFW Fishing Tournament that was funded by the Morgan County Business District, in the radio spot Morgan County is lost in the script, he would like to have a redesign script. Lagina Fitzpatrick stated that instead of Lake of the Ozarks Area Business District of Morgan County, they should just have Lake Area Business District of Morgan County to help.

5. OLD BUSINESS

(A.) TCLA Board Appointment (Non – Advisory Board Member) – A discussion was held to decide who should be appointed to the position for Morgan County on the TCLA Board. Pamela Quinn with LakeDays.Rentals was suggested. Brian Nivert called to inquire, however had to leave a message. Brian directed Lagina Fitzpatrick to follow-up.

(B.) FY23 Marketing Plan – Lagina Fitzpatrick presented the proposed FY23 Marketing Plan and stated that there will be changes after the budget is approved. Morgan County Business District had a good year, the Missouri Department of Tourism for FY21 showed an economic impact on Morgan County was up \$5,000,000 over FY20. Lagina stated that the TCLA Marketing spend by percentage and the FY23 Morgan County Business District Budget Breakdown will update after the FY23 Morgan County Business District budget approval. Lagina reviewed the Marketing Efforts – Morgan County Business District and asked if there were any updates needed. John Custer stated the Hillbilly Fair and Hillbilly Car Show needs to be added. John also asked if Morgan County Business District funds the Holiday Light Park, Lagina stated that they have never submitted a funding request. John Custer made a motion to approve the FY23 Marketing Plan with the noted changes. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) FY23 Budget – Lagina Fitzpatrick presented the current FY22 budget and a proposed FY23 budget, with an increase of 43% in lodging tax collection an increase to \$50,000 to the TCLA FY23 budget, with the addition of set fees for audit, accounting, insurance, legal fees, and Granicus at \$13,372.08. There is also an increase to Event Funding at \$10,000 and Fishing Tournaments at \$10,000. The expected projected cash position on June 30, 2022, is \$123,079 with the proposed budget there would be \$39,706.92 in reserve. After a discussion, Brian Nivert made a motion to approve the proposed Morgan County Business District FY23 budget. John Custer seconded the motion. The motion passed unanimously.

(D.) Approval Business District Rules & Regulations – Lagina Fitzpatrick presented the Lake of the Ozarks Business District of Morgan County Rules and Regulations, this is additionally information that is not represented in the By-Laws. Brian Nivert stated that with past issues of attendance he would like to have it added to the By-Laws, however until the pending lawsuit is resolved it has been advised by counsel Marc Ellinger to wait. Brian also stated that he was concerned regarding vacations if a virtual meeting aspect could be added, Lagina stated that it could be, however that would need to be available to all. It was suggested to add an additional #14 to the Rules and Regulations regarding the addition of virtual meetings if needed by a board member. John Custer made a motion to approve the Lake of the Ozarks Business District of Morgan County Rules and Regulations with the addition of #14 regarding virtual meeting if necessary. Brian Nivert seconded the motion. The motion passed unanimously.

(E.) FY22 Audit – Lagina Fitzpatrick stated that she had sent out RFP to four companies and have only gotten one back, which was Graves and Associates, CPA. Graves and Associates, CPA replied back with a one-, two-, or three-year options, if a three-year option is chosen, this will lock

in the rates. John Custer made a motion to approve the three-year option. Brian Nivert seconded the motion. The motion passed unanimously.

(F.) Additional Appointed Advisory Board Seat(s) – Lagina Fitzpatrick suggested that with the advice of counsel Marc Ellinger that additional board seats be tabled until after the pending lawsuit. After a discussion, Brian Nivert made a motion to add to the agenda for the next meeting to discuss the addition of an appointed advisory board seat. John Custer seconded the motion. The motion passed unanimously.

(G.) Other Old Business – No other old business at this time.

6. 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 adjourned at 1:34 p.m.