

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, May 15, 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 1:01 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 Joe Chabino with Lake of the Ozarks Jeep Invasion, James Bryant with City of Laurie Parks Department, Greg Sullens with Benne Media, Dina Dunklee with Versailles Chamber of Commerce, and Tracy McKinney with TCLA.

2. Introductions

3. Elect Business District Officers

Brian Nivert made a motion to keep the board officers the same as last year, with himself as Board Chair and Budget Officer and John Custer as Secretary/Treasurer. John Custer seconded the motion. The motion passed unanimously.

4. Approval of the Agenda

John Custer suggested to move funding requests items Aquapalooza, Lake of the Ozarks Jeep Invasion, and Laurie Enchanted Village of Lights first to review under agenda item New Business (B), representatives are present for the requests. Brian Nivert made a motion to approve the May 15, 2024, Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting agenda with the suggested change. John Custer seconded the motion. The motion passed unanimously.

5. Public Comments

6. Minutes

John Custer made a motion to approve the March 20, 2024, Lake of the Ozarks Area Business District of Morgan County Advisory Board meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

7. Tax Collection Report

The lodging tax collection report is through March with Morgan County reporting an increase of 18.11%. Camden, Miller, and Morgan County combined are at an increase at 5.16%.

8. Municipalities and Chamber of Commerce Updates

Dina Dunklee with Versailles Chamber of Commerce is getting ready for the Ozarks Grillin and Chillin event on June 9, 2024. Work is beginning on the Olde Tyme Apple Festival that will be held October 5 & 6, 2024. A total of 83 vendors have registered so far.

Mark Shellenberg with Central Bank came into the meeting to update information regarding the Freedom Rock that the Morgan County Business District has funded. The rock has been purchased and is in place at the location selected. With weather and schedules permitting, the rock should be completed around October.

9. New Business

(A.) Approval of the Funding Disbursement Report #330 & #331 – The Morgan County Funding Disbursement Reports #330 and #331 were presented for review, with no questions, John Custer made a motion to approve funding disbursement reports #330 and #331. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Aquapalooza – Greg Sullens with Benne Media presented the funding request for Aquapalooza 2024 scheduled for July 20, 2024, at Captain Ron's Bar and Grill. This is the first-time funds have been requested in several years, however due to the increase cost of products and services and the loss of sponsorship the request is being presented to the Business Districts. Morgan County is the first Business District to hear the request. John Custer made a motion to approve up to \$2,500 for Aquapalooza. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks Jeep Invasion – Joe Chabino with Freedom Exchange presented the funding request for the Lake of the Ozarks Jeep Invasion. The event is 100% non-for-profit with all proceeds this year going to K9s on The Front Line in Jefferson City. The Friday, September 27, 2024, event will take place on the Bagnell Dam Strip. Saturday, September 28, 2024, there will be a Poker Run/Passport event that will take place all over the Lake area, in Morgan County the Great American Dive Bar has signed up as a participating venue with the hopes of others joining in. This is the first year, however it is planned to be an annual event in the fall. Morgan County is the first Business District to hear the request. Brian Nivert made a motion to approve up to \$2,500 for the Lake of the Ozarks Jeep Invasion. John Custer seconded the motion. The motion passed unanimously.

Laurie Enchanted Village of Lights – James Bryant, Park Director with the City of Laurie, presented the funding request for the Laurie Enchanted Village of Lights. This is the first time for the City of Laurie to request funds. Six large new displays, a walking path with food vendors, and free photos with Santa in his workshop are being added. The City of Laurie is hoping to add billboards in the Kansas City, St. Louis, and Columbia area to draw more visitors to the area. Morgan County is the only Business District to hear the funding request. Brian Nivert inquired if the City of Laurie would research the possibility of voluntarily remitting the lodging tax for the city park RV spots. James Bryant stated that he would need to discuss the possibility with the city board. Brian Nivert made a motion to table the funding request for the Laurie Enchanted Village of Lights until the June 19, 2024, meeting. John Custer seconded the motion. The motion passed unanimously.

After hearing the funding requests from the respected groups at the TCLA Joint meeting held April 10, 2024, a discussion was held regarding the following funding for the events:

Magic Dragon Trails Project – The Magic Dragon Trails project is requesting \$30,000. Miller County Business District did not approve any funds for the request. Camden County requested additional information at their next meeting, no funds approved currently. No motion was made to fund the request.

Versailles Olde Tyme Apple Festival – Dina Dunklee was in attendance to answer any questions regarding the Versailles Olde Tyme Apple Festival for \$10,000. Miller County Business District approved \$2,000 for the event and Camden County Business District approved \$1,000 for the event. Brian Nivert made a motion to

approve \$7,000 for the Versailles Olde Tyme Apple Festival. John Custer seconded the motion. The motion passed unanimously.

Lake of the Ozarks Shootout – Miller County Business District has approved \$2,000 and Camden County Business District has approved \$5,000 for the Lake of the Ozarks Shootout, the request was for \$20,000. John Custer stated that all of the units that are in Morgan County rent our short-term during the Lake of the Ozarks Shootout through Four Season Property Management. John Custer made a motion to approve \$2,000 for the Lake of the Ozarks Shootout. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks Golf Council TV Commercials – Miller County Business District has approved funding \$3,000 and Camden County Business District has approved funding \$15,000 for the Lake of the Ozarks Golf Council TV Commercials, the request was for \$20,000. With Morgan County having two golf courses, John Custer made a motion to approve \$2,000 for the Lake of the Ozarks Golf Council TV Commercials. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks BikeFest – Miller County Business District has approved funding of \$4,000 and Camden County Business District has approved funding of \$5,000 for the Lake of the Ozarks BikeFest, the request was for \$10,000. John Custer made a motion to approve \$1,000 for the Lake of the Ozarks BikeFest. Brian Nivert seconded the motion. The motion passed unanimously.

Lake of the Ozarks Air Show – The request for the Lake of the Ozarks Air Show was presented to the Camden County Business District, due to this being a Lake area event, it was requested to be presented to all three Business Districts. This is the first time in several years a request has been made. Camden County Business District approved to fund \$3,000 and Miller County Business District approved to fund \$1,000 for the Lake of the Ozarks Air Show, the request was for \$5,000. John Custer made a motion to approve \$1,000 for the Lake of the Ozarks Air Show. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) Business District Audit Bids – By law, the Business District is required to have an annual audit, RFP were sent with only one company returning proposals. Morgan County Business District has a contract in place for FY24, the bid was for FY25 and FY26. Brian Nivert made a motion to approve the bid for the two-year contract. John Custer seconded the motion. The motion passed unanimously.

(D.) Other New Business – John Custer inquired what will happen to the \$6,000 funds that were approved for the Veteran's Fishing Tournament that was cancelled in April. Brian Nivert stated that at this time the event organizers are working on a date to reschedule. If the event is cancelled, the funds need to be returned to the Morgan County Business District. John Custer asked if the funds could be used on the event next year, this will need to be followed up on.

10. Old Business

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

11. Future Dates

Morgan County Advisory Board meeting is scheduled for Wednesday, June 19, 2024, at 1:00 p.m.

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

Morgan County Advisory Board meeting is scheduled for Wednesday, August 21, 2024, at 1:00 p.m.

12. 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 was adjourned at 2:33 p.m.

DRAFT