

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

VFW Hall, 115 Troutdale, Gravois Mills, MO

Wednesday, May 18, 2022, at 1:00 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 1:09 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 and Tracy McKinney.

2. INTRODUCTIONS

3. APPROVAL OF AGENDA: Brian Nivert made a motion to approve the Agenda for the Morgan County Business District Advisory Board Meeting for May 18, 2022, as presented. John Custer seconded the motion. The motion passed unanimously.

4. PUBLIC COMMENTS: None at this time.

5. MEETING MINUTES: John Custer made a motion to approve the April 20, 2022, Lake of the Ozarks Area Business District of Morgan County meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

6. NEW BUSINESS:

(A.) Approval of Funding Disbursement Report #307 – Funding Disbursement Report #307 was presented for approval, Brian Nivert asked the question regarding CVB Fulfillment and what that covers, Lagina Fitzpatrick stated that is the monthly payment from the FY22 Budget to the CVB for Marketing Fulfillment, this is on every Funding Disbursement Reports, however since Toby Miller has taken over for Bruce Vanderveld and Betty Boushie is no longer at the CVB as bookkeeper, it is labelled differently. John Custer inquired if this is the cost covered by Morgan County Business District only, Lagina explained that it is separated between all three Business Districts depending on the percentage agreed to the TCLA budget for Marketing Fulfillment. John Custer inquired to the \$10,000 for postage to CVB, Lagina explained that in the FY22 TCLA budget, \$20,000 goes to the postage used for Vacation Guides, this is the second payment to the CVB to fulfill the Marketing commitment. Brian requested a breakdown of the CVB fulfillment, Lagina explained that it is for supplies, creative design, web design, bookkeeping, etc.; a total of \$270,000 was budgeted for Marketing Fulfillment in FY22. Brian Nivert made a motion to approve Funding Disbursement Report #307. John Custer seconded the motion. The motion passed unanimously.

(B.) Sponsorship Request

BikeFest 2022 – September 14 – 18, 2022 – BikeFest Committee is requesting \$10,000 for 2022. Lagina Fitzpatrick gave a brief history of what has been funded in the past, for FY20 \$10,000 from TCLA, FY21 Miller County Business District funded \$500, and FY22 Camden County Business District and Miller County Business District funded \$3,000. John Custer stated that he is familiar

with BikeFest and agrees that Morgan County might not see a large number of overnight stays, however there are passport stops in the area and mapped rides that go through Morgan County. John also stated that it is a great event for the Lake area, and it extends the season. John Custer made a motion to fund BikeFest 2022 for \$1,000. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) Other New Business – Brian Nivert stated that he had reached out to the Mayor of Laurie, the loss of \$7,500 on the Laurie Bar-B-Que competition is the reason for not having the event again this year. A discussion was had on how the Morgan County Business District could help to bring the event back to the area, the suggestion was made to review past budgets and see how the money was lost and where additional funds could help. Lagina Fitzpatrick stated she would like to know how much is charged to compete, prior sponsors, and what type of advertising was done. Brian will reach out to obtain any information that is available.

7. OLD BUSINESS

(A.) Advisory Board Code of Ethics – Lagina Fitzpatrick stated that there have been discussions in the past of adding a document that addressed ethics on the Advisory Board, she referred to other DMO's and they do operate with a document. Lagina took direction from what was presented from other DMO's and her past board experience and Code of Ethics that she has signed. Lagina created the Code of Ethics, with the Code of Ethics it also helps refer back to the By-Laws and the Rules and Regulations of Morgan County. John Custer made a motion to approve the Code of Ethics as presented. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) FY23 TCLA Agreement – Lagina Fitzpatrick explained that in the past the TCLA Agreement was between the Business District as a whole and TCLA, since she has taken over, the agreement is now between each Business District and TCLA with a better breakdown of what TCLA does for the Business Districts. With the change to the TCLA By-Laws, one concern that has been expressed is that the TCLA Board Member would change how the money from the Business District is allocated, however the TCLA Agreement between the Business District will not allow the TCLA Board Member to change the allocated percentage. The agreement shows that \$50,000 is allocated to TCLA from the Morgan County Business District and the percentage of how the money will be spent. Brian Nivert made a motion to approve the FY23 TCLA Agreement as presented. John Custer seconded the motion. The motion passed unanimously.

(C.) Post Lodging Event Funding/Sponsorship Form – Lagina Fitzpatrick shared the Post Lodging Survey form, in the past an attempt had been made to obtain information from properties regarding room stays from a funded event, however there was not much of a response. Lagina explained that she would like to have the survey go out after events that are funded by the Business Districts to see the impact the event had on the Lake area, if 50% are returned that would be a good sampling of the event.

(D.) Additional Appointed Advisory Board Seat(s) – Due to the pending lawsuit, Brian Nivert made a motion to table the Additional Appointed Advisory Board Seat(s). John Custer seconded the motion. The motion passed unanimously.

(E.) Business District By-Laws - Due to the pending lawsuit, Brian Nivert made a motion to table the Business District By-Laws discussion. John Custer seconded the motion. The motion passed unanimously.

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

8. FUTURE MEETINGS

Advisory Board Meeting is scheduled for Wednesday, June 15, 2022, at 1:00 p.m.

No meeting scheduled for July

Advisory Board Meeting is scheduled for Wednesday, August 17, 2022, at 1:00 p.m.

9. 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 2:25 p.m.