

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday November 15, 2023, 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 1:03 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 John Morlock, Dina Dunklee, Lagina Fitzpatrick, and Tracy McKinney.

2. Introductions

3. Approval of the Agenda

John Custer made a motion to approve the November 15, 2023, 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

5. Minutes

John Custer made a motion to approve the October 18, 2023, 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 through September shows Morgan County Business District at an increase of 29.26%. Combined, Camden, Miller, and Morgan County reports an increase of 72.25%, this is due to 2022 late quarterly payments recorded in October, this year the payments were received on time and reported in September. The report should equal out next month.

7. Municipalities and Chamber of Commerce Updates

Dina Dunklee with the Versailles Chamber of Commerce was in attendance and gave an update on the Olde Tyme Apple Festival that was held October 7 and 8, 2023. The online Apple Festival booklet had over 14,300 interactive views, users turned the pages and interacted with ads that link to businesses. The cover of the booklet had over 20,000 views. The chamber feels this is due to more advertising. The estimated attendance was an average of 15,000 people attending all day Saturday, October 7. Dina also stated that businesses in Stover and Eldon reported doing well over the weekend of the Apple Festival, the chamber feels that the Apple Festival has a positive impact on the Lake.

8. New Business

(A.) Approval of the Funding Disbursement Report #325 – Morgan County Funding Disbursement Report #325 was presented for review, with no questions, John Custer made a motion to approve Funding Disbursement Report #325. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

Veterans Fishing Tournament – John Morlock with Heroes Outreach Program was in attendance and gave a brief overview of the program, how and why he started the program. Heroes Outreach Program will be taking over organizing the event that has been taking place for the past two years, this will be the third year. The request is for \$6,000 and will help to advertise along with providing shuttles and security for the event. The registration fee for a two-person team will be \$150 without dinner or \$190 with dinner, 85% of the registration fee will be used for the winners with 15% used to operate the event. John Custer expressed that he would like to see a breakdown of how the money was spent after the event and survey from the attendees. John Morlock stated that he would share the information, and also that he will be advertising the information throughout all VFWs in the state of Missouri and also with the Patriot Guard throughout the United States, this will be free advertising along with the advertising listed in the funding request. John Custer made a motion to fully fund the Veterans Fishing Tournament. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) Lake of the Ozarks TV Commercials – Lagina Fitzpatrick stated there has been interest from other Business District board members regarding new TV commercials, she has requested RFPs from three different companies. The commercials will be run on CTV and Broadcast TV in the marketing areas that are currently being utilized. Both John Custer and Brian Nivert stated that it would be a good spend. Lagina stated production would not start until the spring, more information will be shared at the next meeting.

(D.) 2024 Elections – Brian Nivert will need to contact the Morgan County Clerk for information regarding the open board seat and how the election will need to progress. There is one board seat up for election and per the judgement of the lawsuit against Camden and Miller County, the county clerk will need to handle the election process. Brian will contact the Morgan County Clerk.

(E.) Other New Business – No other new business at this time.

9. Old Business

(A.) Morgan Marketing Update – A full page ad is running in the November/December issue of Outdoor Guide magazine and will be running the Missouri Best magazine in every issue for Morgan County. The Google responsive ads start this month, they will feature boating, weddings, reunions, and fishing. Brian Nivert inquired about the Morgan County landing page, the page is up and running.

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

10. Future Dates

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

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

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 was adjourned at 2:04 p.m.