

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday, September 21, 2022, 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 President Brian Nivert called the meeting of the Lake of the Ozarks Area Business District of Morgan County Advisory Board to order at 1:02 p.m. A roll call attendance for the Advisory Board was taken:

John Custer – Present
Brian Nivert – Present

A quorum was present for the meeting.

Also in attendance, Mike Koenigsman, 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 September 21, 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 August 17, 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 #311 - Brian Nivert inquired if the Visit Widget cost was a monthly charge, Lagina Fitzpatrick verified with the invoice that it is quarterly. Brian Nivert inquired what had happened with the links on funlake.com now needing to be paid? Lagina stated that she would need to research the information. Lagina also stated there will be some changes to the Funding Disbursement Report, an email had been sent out with the information. Brian verified that he had received the email. Brian Nivert made a motion to approve Funding Disbursement Report #311. John Custer seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Requests:

2023 TBF Federation National Championship – March 2023 – Lagina Fitzpatrick stated the 2023 TBF Federation National Championship is a new event that has not been hosted at the Lake, however a funding request had been submitted about five years prior. The request is for \$21,500 with Miller County Business District Advisory Board approving funding up to \$2,000 and Camden County Business District Advisory Board is planning to review at their scheduled meeting September 22, 2022. The event will be held March 26 – 30, 2023 at PB2 for weigh-ins. The top anglers from each state and Canada will be completing in a weeklong event with the SAF Missouri

High School State Championship on Saturday only. There will be a new 30-minute TV episode for each event filmed, aired, and then reran. Lagina stated the references were checked from Table Rock Lake and Alabama, both stated the event went great and met expectations of room nights. Brian Nivert made a motion to fund \$1,000 for the TBF Federation National Championship. John Custer seconded the motion. The motion passed unanimously.

Major League Fishing High School & College Event – March 2023 – Lagina Fitzpatrick stated the Major League Fishing High School & College Event has been held at the Lake for several years, Morgan County Business District Advisory Board has not funded in the past. Miller County Business District has reviewed the request and funded up to \$1,000, Camden County Business District Advisory Board will review at the scheduled meeting September 22, 2022. The event brings in close to 500 anglers with their families. Brian Nivert made a motion to fund up to \$1,000 for the Major League Fishing High School & College Event. John Custer seconded the motion. The motion passed unanimously.

(C.) Other New Business – Brian Nivert inquired the number of rentals that are off of Highway 135 in regard to the Stover, MO area. Tracy McKinney gave an update on the properties that are within that area. Brian Nivert asked John Custer if he would entertain a possible funding request for a Stover, MO fishing event, John agreed that if they submitted the request, it would be reviewed.

7. OLD BUSINESS

(A.) Granicus Update – Tracy McKinney gave a brief update on the change in property count since first reported in August 2022.

(B.) Lodging Tax Collection Update - Lagina Fitzpatrick reviewed the Lodging Tax Collection report as of July 2022 for FY23. The overall report shows 1.22% increase; however, Morgan County is showing down 14.97%, this is the first month in the new fiscal year.

(C.) Marketing Update – Lagina Fitzpatrick gave an update on marketing; MLF BassPro will be airing on the Discovery Channel on October 8 and 15; there are several campaigns running for the fall on both digital and print platforms; Chiefs Radio spots are airing on 105 stations for eight different games this year, the ads will reflect the change of season; Holiday creative is currently being worked on; billboards are still running, however will end for the Winter to restart in the Spring; Pandora did not deliver this past quarter so the funding was shifted to Spotify. Lagina stated information was obtained to advertise during a podcast, however the cost has increased. A discussion regarding having a local podcast with different interest at the Lake took place, John Custer made a motion for Lagina Fitzpatrick to research the cost and feasibility of having a regular podcast. Brian Nivert seconded the motion. The motion passed unanimously.

(D.) Other Old Business - None at this time.

8. FUTURE MEETINGS

Advisory Board Meeting is scheduled for Wednesday, October 19, 2022, at 1:00 p.m.

Advisory Board Meeting is scheduled for Wednesday, November 16, 2022, at 1:00 p.m.

9. 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 2:39 p.m.