

LOTO Area Business District of Miller County Annual Board Meeting
Tuesday, March 21, 2023, 10:00 a.m.
The Resort at Lake of the Ozarks/Encore
3080 Bagnell Dam Blvd, Lake Ozark, Missouri – Miller County

1. CALL TO ORDER

Russell Burdette called the meeting of the Lake of the Ozarks Area Business District of Miller County Advisory Board to order at 10:01 a.m.

Board Members Present:
Russell Burdette
Merlyn Vandervort
Gail Griswold

Non-Voting Advisory Board Member Present:
Miller County Presiding Commissioner Kevin Cardwell

Others present at the meeting were Lagina Fitzpatrick and Tracy McKinney.

2. APPROVAL OF AGENDA

Merlyn Vandervort made a motion to approve the March 21, 2023, Lake of the Ozarks Area Business District of Miller County Annual Meeting agenda. Russell Burdette seconded the motion. The motion passed unanimously.

3. INTRODUCTION OF ADVISORY BOARD, STAFF & GUEST

4. OVERVIEW OF BUSINESS DISTRICT AND TCLA STRUCTION

(A.) Advisory Board Officers – For the Miller County Business District, Russell Burdette is the Chairperson and Budget Officer, Gail Griswold is the Secretary.

(B.) TCLA Administration & Marketing Support – The Miller County Business District has a signed agreement with TCLA to handle several duties, a brief description was given of the duties. A complete list of the duties is listed on the signed agreement and available to review. TCLA is the DMO, Destination Marketing Organization for Miller County.

5. BUSINESS DISTRICT BUDGET

(A.) Tax Collection Update Through January 2023, Miller County Business District has seen an increase of 28.96% for the small category and the medium category is down 11.31% for FY23. Miller County Business District ended FY22 for the small category with an increase of 2.39% over FY21 and the medium category ended FY22 down 31.77% over FY21.

Granicus Numbers – The combined counties of Camden, Miller, and Morgan contracted with Granicus, a company to help with compliance of short-term rentals. There has been an increase in Miller County to the total number lodging owners of 14, with a total of 33 properties since letters were sent out on June 10, 2022. In addition to contracting with Granicus, Miller County Business District has also had the City of Lake Ozark overturn the ruling to allow short-term rentals in the city limits on houses.

(B.) FY23 Budget To-Date – The current cash position is at \$129,497.76, with an additional \$49,028.77 being held at the Miller County Collector level due to the pending lawsuit, funds are scheduled to be released on May 15, 2023, or the outcome of the pending lawsuit. The Miller County Business District approved \$110,000 for the FY23 Joint Marketing Budget with \$73,059.61 allocated through the end of February. The Miller County Business District approved \$12,748 for the Business Administration cost with \$7,469.40 allocated through the end of February. The Business District budgeted \$20,000 for special events and fishing events, to date the Business District has approved \$22,750 for special events and fishing events.

Creation of Business District Logo – The Miller County Business District approved a new logo to use for marketing and sponsorship recognition.

(C.) FY24 Budget – The FY24 Miller County Business District Budget was approved in the February 2023 meeting, the fiscal year runs July 1, 2023, to June 30, 2024.

6. BUSINESS DISTRICT MARKETING

(A.) FY23 Marketing Update – The Miller County Business District Business District approved the FY23 Joint Marketing Plan August 10, 2022, and has been updated as needed. TCLA, as DMO, was able to apply for Matching Marketing Grants through the Missouri Department of Tourism in FY23 for a total of \$450,000.

(B.) FY23 Sponsored/Funded Special Events – The Miller County Business District has approved \$22,750 to support events for Miller County and have funded jointly with Camden and Morgan County for Lake wide events. Events funded are: Bikefest, Bridge to Dam Half Marathon, LOTO Golf Council TV Commercials, Pub Crawl, LOTO Shootout Broadcast, Major League Fishing Tackle Warehouse Pro Circuit, Major League Fishing High School and College events, National Crappie League Open Event, TBF Federation National Championship, and National Professional Fishing League

Business District Creating Special Events – The Miller County Business District Advisory Board has worked on creating special events that will benefit the Miller County Area; the first annual Fall Crawl will be held November 4, 2023, and will run from The Resort at Lake of the Ozarks to Bagnell Dam Strip, participation has been well received and the event is being heavily advertised at events happening at the Bagnell Dam Strip.

(C.) FY24 Marketing Plan – The FY24 Marketing Plan was approved in the February 2023 meeting. The marketing plan is a fluid document and will be updated as needed.

7. BUSINESS DISTRICT RULES & REGULATIONS

The Miller County Business District operates under the current by-laws; however, rules and regulations were approved in January 2021 with the last revision happening in September 2022. The Business District does have plans to review and revise the current Business District by-laws.

8. 2023 BUSINESS DISTRICT ELECTIONS

Due to the ongoing litigation, the judge ordered the Miller County Clerk to handle the Business District elections, however due to a lack of communication the election information was not filed with the county clerk. There was one seat in the small category and one in the medium category up for election, Gail Griswold and Merlyn Vandervort will hold the seats for an additional year. The Business District will work with the Miller County Clerk to get the election lined up for the 2024 election.

9. Q & A

There were no questions at this time.

10. ADJOURN

There being no further business to discuss, a motion to adjourn the meeting was made by Russell Burdette. Merlyn Vandervort seconded the motion. The motion passed unanimously. The meeting adjourned at 10:28 a.m.