

Lake of the Ozarks Area Business District of Morgan County Advisory Board Meeting
Wednesday January 17, 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 1:03 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 Dina Dunklee, Travis Kurtz, Mike Koenigsman, Lagina Fitzpatrick, and Tracy McKinney.

2. Introductions

3. Approval of the Agenda

John Custer made a motion to approve the January 17, 2024, 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 November 15, 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 through November is reporting Morgan County at an increase of 12.22% and combined all three counties, Camden, Miller, and Morgan reporting an increase of 13.54%.

7. Municipalities and Chamber of Commerce Updates

Mike Koenigsman with the Lake West Chamber gave an update of events coming to the West Side; the St. Patrick's Day Boat Parade and Pub Crawl will be held Saturday, March 16, 2024, there will be breakfast starting at 8:00 a.m. and the parade starts at 10:00 a.m. to 4:00 p.m. The pub crawl has 14 stops with more buses this year; the Lake West Business Expo is scheduled for Saturday, March 23, 2024; and the Lake West Annual Dinner will be held in April with more details to follow.

Dina Dunklee with the Versailles Chamber shared the event Made in Missouri will now be Ozark Grillin & Chillin and be held in June 2024, more details will be shared as it gets closer. The event will host the Steak Cook-off Association (SCA) competition, this is a sanctioned event that takes place all over the country with the winners of local events from around the country competing in the finals in Texas. The event will still have the home-brew competition, grill cheese making competition, and ice cream making that Made in Missouri had in that event. The SCA competition will have people from all over the country to compete and SCA encourages the competitors to use local vendors for their products and services.

8. New Business

(A.) Approval of the Funding Disbursement Report #326 & #327 – The Morgan County Funding Disbursement Reports #326 and #327 were presented for review. With no questions, John Custer made a motion to approve Funding Disbursement Reports #326 and #327. Brian Nivert seconded the motion. The motion passed unanimously.

(B.) Sponsorship/Funding Request

St. Patrick's Day Pub Crawl and Boat Parade – Mike Koenigsman with the Lake West Chamber presented the sponsorship request for the Lake West St. Patrick's Day Pub Crawl and Boat Parade. The request this year is for \$10,000, the request will be presented at the Camden County Business District meeting Thursday, January 25, 2024. The amount has increased from last year, from \$8,000 due to the in cost of the buses going up and the committee would like to market the event more this year. The event has a raffle, for the individual to be entered into the raffle, a wristband must be purchased and a survey form that includes where the person is from and where the person is staying is required, this helps to show how many participants are from out of the area. John Custer made a motion to fund \$5,000 for the Lake West St. Patrick's Day Pub Crawl and Boat Parade. Brian Nivert seconded the motion. The motion passed unanimously.

(C.) FY25 Marketing Plan – The FY25 proposed Morgan County Marketing plan was reviewed with the changes from last fiscal year. Changes that were made include dates; information regarding past, present, future of Morgan County; economic impact information, budget allocations, and analytics. John Custer made a motion to approve the proposed FY25 Morgan County Marketing Plan. Brian Nivert seconded the motion. The motion passed unanimously.

(D.) FY25 Budget – The FY25 proposed Morgan County Budget was reviewed. A breakdown of expenditures was discussed with the increase of board insurance as the only change. Special events were reviewed and discussed, the reserve amount was increased to \$15,000. Morgan County only marketing budget was increased by \$4,000 and the budget amount for weblinks was increased to \$2,400. Morgan County will allocate \$70,000 to the Joint Marketing budget for FY25. Brian Nivert made a motion to approve the FY25 proposed Morgan County Budget. John Custer seconded the motion. The motion passed unanimously.

(E.) Schedule Annual Meeting – The annual meeting is held in March, usually on the same day the Business District meeting is held, it was agreed to hold the annual meeting on the Wednesday, March 20, 2024, at 2:00 p.m.

(F.) Other New Business – A request for a refund was presented, due to Evolve Management Company remitting the payments for clients starting February 2023, a Morgan County property owner also used the tax company Avalara, a double payment was made. Records were submitted to show payment from both for \$632.39. Brian Nivert made a motion to approve the refund of \$632.39. John Custer seconded the motion. The motion passed unanimously.

9. Old Business

(A.) 2024 Election Update – An update on the 2024 election process was given, the Morgan County Clerk will handle the April 2nd election, however the nomination forms and information were to be handled by the Business District. Self-nomination forms were sent out. There will be three candidates on the ballot; Brian Nivert with Serenity Lakefront Cottages; Tracey Durant with D'Ranch at Clearwater; and Melissa Owsley with Rock Harbor Resort.

(B.) Morgan Marketing Update – Updated information regarding the Morgan County Marketing campaign was reviewed. Through December 2023 there have been 17,934 page views and 14,180 total visitors to the funlake.com Morgan County landing page. The responsive ads that are running are performing above the national average. The pictures will be changed soon, and the RV/Camping & Lodging ads should be added in, replacing one of the current ads.

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

10. Future Dates

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

Morgan County Advisory Board meeting is scheduled for Wednesday, March 20, 2024, at 1:00 p.m.

Morgan County Business District Annual meeting is scheduled for Wednesday, March 20, 2024, at 2:00 p.m.

Joint meeting with TCLA Board and the Business Districts of Camden and Miller County is scheduled for Wednesday, April 10, 2024, at 9:00 a.m.

11. 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 was adjourned at 3:01 p.m.