

LOTO Area Business District of Morgan County Annual Board Meeting
Wednesday, March 20, 2024, 2:00 p.m.
Central Bank – Laurie Branch
Laurie Community Room, 101 Dogwood Lane, Laurie, MO – Morgan County

Call to Order

Brian Nivert called the meeting of the Lake of the Ozarks Area Business District of Morgan County Advisory Board Annual Meeting to order at 2:02 p.m.

Board Members Present

Brian Nivert
John Custer

Others present for the meeting were Joel Krull and Rhonda Murphy with Great American Campground and Blue Water Rentals, and Lagina Fitzpatrick via phone and Tracy McKinney with TCLA.

Approval of Agenda

Brian Nivert made a motion to approve the Lake of the Ozarks Area Business District of Morgan County Annual Meeting Agenda for March 20, 2024, as presented. John Custer seconded the motion. The motion passed unanimously.

Introduction of Advisory Board, Staff, & Guests

Approval of Meeting Minutes

John Custer made a motion to approve the March 15, 2023, Lake of the Ozarks Area Business District of Morgan County Annual meeting minutes. Brian Nivert seconded the motion. The motion passed unanimously.

Overview of Business District and TCLA Structure

(A.) Advisory Board Officers – The Morgan County officers are Brian Nivert, Chair and Budget Office; John Custer, Secretary/Treasurer.

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

Business District Budget

(A.) Tax Collection Update – The Business District runs a budget through July 1 to June 30, the collection report through December 2023 is at an increase 16.39% over last year. Morgan County Business District ended FY23 at an increase of 38.46% over the previous year.

(B.) FY24 Budget To Date – The current cash position for Morgan County is \$185,581.26. The Business District approved \$50,000 for the FY24 Joint Marketing Budget and \$9,550 for Business Administration Cost, this includes a yearly audit, accounting services, Business District board insurance, and legal fees. \$1,227 has been allocated to date for Business District administration expenses. \$31,419 has been allocated to the FY24 Joint Marketing budget as of the end of February out of the \$50,000 approved. The Business District budgeted \$55,500 for event funding, to date the Business District has approved \$68,000 for special events.

(C.) FY25 Budget – The FY25 Morgan County Business District Budget was approved at the January 2024 meeting, the fiscal year runs July 1, 2024, to June 30, 2025.

Business District Marketing

(A.) FY24 Marketing Update – The Morgan County Business District approved the FY24 Joint Marketing Plan in February 2023. This is a fluid document and is updated as needed.

(B.) FY24 Sponsored/Funded Special Events – The Morgan County Business District has approved funding for special events in FY24 for a total of \$68,000 currently. The Business District has worked to create events in Morgan County, this includes the Veteran’s Open Fishing Tournament, this is the third year for the event. Work is being done to create more events in Morgan County.

(C.) FY25 Marketing Plan – The Morgan County Business District approved the FY25 Joint Marketing Plan in January 2024. This is a fluid document and will be updated as needed.

Business District Rules & Regulations

The Morgan County Business District operates under by-laws and also has approved rules & regulations. The Business District does plan on reviewing and revising the current Business District by-laws.

2024 Business District Elections

The Morgan County Business District election is taking place at the Morgan County Clerk’s office. Brian Nivert seat is up for election. Three candidates are running for the seat; Brian Nivert with Serenity Lakefront Cottages, Tracey Durant with D’Ranch at Clearwater, and Melissa Owley with Rock Harbor Resort. Absentee voting is currently taking place with the election day being April 2, 2024. The seat is a three-year term running from April 2024 through March 2027.

Q & A

There were no questions at this time.

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 2:26 p.m.