

Approved by the Committee March 18, 2021

**MINUTES OF THE MEETING OF THE
BRANSON/LAKES AREA TOURISM
COMMUNITY ENHANCEMENT DISTRICT**

MARKETING OVERSIGHT COMMITTEE

Held Thursday, March 4, 2021 at 3:00 p.m.
In the Board Conference Room at the Chamber Building
4100 Gretna Road, Branson, MO 65616

Committee Members Present: Ann McDowell – Chair
Michelle Herzan – Director
Becky Jewsbury
Ty Lewis
John Manning
Chris Myer – Director
Janet Oller
Steve Presley
Nikki Sivils
Sheila Thomas
Julie Wilson

Guests: Jason Outman, Rachel Wood, Samantha Gutting,
Lynn Berry, Grant Sloan, Kressa Phillips
and Ashlie Beede – Explore Branson
Tourism and Branson Chamber/CVB

Ms. McDowell called the meeting to order at 3:02 p.m. and presided. A quorum was established by roll call.

Agenda Adoption – Mr. Myer made a motion to adopt the agenda as previously provided. Ms. Thomas seconded and the motion passed unanimously.

Prior Meeting Minutes Approval – Members received draft minutes of the January 21, 2021 meeting previously. Ms. McDowell requested the following corrections to Ms. Neimeyer's update:

- The planner title should be the *Group Tour and Reunion Planner*, as those two are now contained in one publication;
- The FAM in April should be described as a *leisure group* FAM, not a reunion FAM; and
- The bookings for 2022 should be described as *leisure group* bookings.

There being no other changes and no objections, Mr. Presley made a motion to approve the January 21, 2021 minutes as so amended. Ms. Sivils seconded and the motion passed unanimously.

Research Dashboard Review – Ms. Wood showed, and members discussed, the following online research dashboard improvements:

- 1) Scout reports of relevant traveler metrics, including those by distance, traveler type, season and month, among others.
- 2) Key Performance Indicator improvements so that all performance detail provided in quarterly reports is now available online and is updated in real time. Data history goes back as far as 2017.
- 3) Visitor profile Net Promoter Scores now include comments from individuals.
- 4) Persona details include how to market by visitor type.

ExploreBranson.com Website Redesign – This is being accomplished with vendor Miles Partnership in order to remain current and relevant as changes in the type of visitors and increasing use of mobile devices continues. Redesign goals include, among others:

- Improving usability with faster-loading content updates. Individual venues can upload and update their own data or share the cost of CVB-generated photos and videos, such as those at unique locations.
- Providing better security.
- Making the site more accessible with new mobile-friendly components.
- Making it easier for users to find attractions and shows.
- Making seasonal content highly visible and easy to find.
- Improving portal search capabilities to integrate with the customer relationship management system and convert leads.
- Developing process videos to assist local businesses.

Public Comments & Announcements – Ms. Berry announced we had received kudos from Forbes regarding our timely pandemic information, which other destinations had not provided. Forbes called Branson one of the best places to visit now. Ms. Berry also provided details of other positive journalist coverage in February.


Next Agenda Addition Suggestions – None

The next meeting is scheduled for:

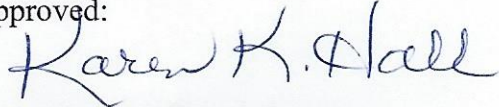
Thursday, March 18, 2021 *at the regular time of*
2:00 p.m. in the Board Conference Room at the Chamber
4100 Gretna Road, Branson, MO 65616

There being no further business to come before the Committee, Chairman McDowell adjourned the meeting at 3:55 p.m.

Respectfully Submitted:


Jan Benson, Financial Administrator
Branson/Lakes Area Tourism Community Enhancement District

Approved:


Karen K. Hall, Board Secretary
Branson/Lakes Area Tourism Community Enhancement District