

Approved by the Committee June 22, 2021

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

**FINANCIAL OVERSIGHT COMMITTEE**

Held Wednesday, June 2, 2021  
In the Chamber Board Conference Room  
4100 Gretna Road, Branson, MO 65616

Committee Members Present: Randy Brashers, Chairman and Treasurer  
Jeannie Horton, Legends in Concert  
Chris Myer, Board Director  
Dennis Wood, Board Director  
Greg Baker, Branson Bank  
Russ Hoeflicker, Retired (Banking)  
Mac McGregor, Edward Jones

Guests: Jason Outman and Rachel Wood  
– Explore Branson Tourism and Branson CVB

Chairman Brashers presided and called the special meeting to order at 1:00 p.m. A quorum was established and the one-item agenda previously provided was adopted upon motion by Mr. Baker, seconded by Mr. Wood and approved unanimously.

District Marketing Budget Increase – Due to summer campaign timing needs, on May 27, the Board Chairman declared an emergency and requested that the FOC and MOC consider an appropriate 2021 budget revision to provide between \$500,000 and \$750,000 specifically for summer marketing spending, including allocation of the chosen amount by the MOC, with the EBT/CVB to develop a contingency budget for an equivalent cut in fall marketing expenditures if actual District tax revenues do not meet current zero-base budget estimates.

Mr. Brashers provided, and the group discussed, two drafts of proposed budget revisions, each of which showed the District tax revenue increase necessary to provide a given marketing amount.

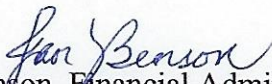
Mr. Baker made a motion to recommend that the Board approve the budget revision which provides a \$750,000 addition to summer media spending in accordance with the current marketing plan, with the MOC to recommend an appropriate allocation. Mr. Hoeflicker seconded and the motion passed unanimously. (Budget drafts filed for the record.)

There being no other special meeting business, Chairman Brashers adjourned the meeting at 1:20 p.m.

The next regular meeting is currently scheduled for:

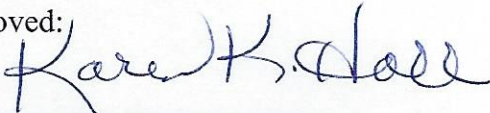
Tuesday, June 22, 2021 at  
10:00 a.m. in the Chamber Board Conference Room at  
4100 Gretna Road, Branson, MO 65616

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