

Approved by the Committee June 17, 2021

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

MARKETING OVERSIGHT COMMITTEE

Held *Wednesday, June 2, 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
Becky Jewsbury
Michelle Herzan – Director
Ty Lewis
John Manning
Chris Myer – Director
Steve Presley
Nikki Sivils
Sheila Thomas
Julie Wilson

Committee Member Absent: Janet Oller

Guests: Bob Nichols – BAAMT
Jason Outman, Rachel Wood, Samantha Gutting
and Lynn Berry – Explore Branson Tourism and
Branson Chamber/CVB

Ms. McDowell called the meeting to order at 3:07 p.m. and presided. A quorum was established.

Agenda Adoption – The one-item agenda for this special meeting was provided previously. Mr. Presley made a motion to adopt that agenda as provided. Ms. Herzan seconded and the motion passed unanimously.

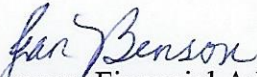
Chair McDowell recognized Bob Nichols with BAAMT and allowed him to speak briefly in accordance with the allowed public comment portion of a public meeting. Mr. Nichols requested consideration for his organization's marketing efforts from the 2021 additional district marketing fund allocation being reviewed at this special meeting. He provided details and answered questions relative to BAAMT's music show guide and supporting digital marketing campaign intended to support the live entertainment industry in Branson.

2021 Additional District Marketing Funds Allocation – Ms. Wood advised the Committee that earlier today, the Financial Oversight Committee had recommended Board approval of a \$750,000 marketing budget increase from the District, for a total 2021 marketing spend of \$7,184,686, and asked this Committee to discuss and recommend Board approval of a line-item allocation of the 2021 revised budget as presented previously. Ms. Wood and members discussed the proposed allocation details, including consideration of Mr. Nichols' request for \$145,000 to fund the BAAMT show guide and digital marketing expenses. The latter item was deferred to a future meeting for additional discussion.

Ms. Thomas made a motion to recommend the Board approve application of the entire \$750,000 budget addition for 2021 to the media advertising and creative services line-item, as discussed. Mr. Manning seconded and the motion passed unanimously.

There being no other special meeting business, Chairman McDowell adjourned the meeting at 3:57 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