

Approved by the Board June 24, 2021

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

**BOARD OF DIRECTORS**

*Held Wednesday, June 2, 2021*

In the Board Conference Room at the Chamber/CVB  
4100 Gretna Road, Branson, MO 65616

Directors Present: Derek Smith, President and Chair  
Michelle Herzan, Vice President  
Randy Brashers, Treasurer  
Brett Stump  
Chris Myer  
Dennis Wood

Director Absent: Karen Hall, Secretary

Guests: Matt Trokey, Esq. – District Legal Counsel  
Ann McDowell – MOC Chair  
Jason Outman, Rachel Wood, Samantha Gutting and  
Lynn Berry – Explore Branson Tourism/CVB  
Bob Nichols – Branson Academy for the Advancement  
of Music and Theatre

The meeting was called to order at 4:03 p.m. by Chairman Smith, who presided. A quorum of the Board was established by roll call.

Agenda Adoption – Ms. Herzan made a motion to adopt the agenda as provided. Mr. Wood seconded and the motion passed unanimously.

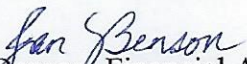
Mr. Brashers provided the background leading to this special meeting and advised that at its meeting earlier today, the Financial Oversight Committee (FOC) recommended Board approval of Budget Revision 2, which increases the District's 2021 gross tax revenue budget to \$9,138,738 in order to provide a \$750,000 marketing budget increase. Ms. McDowell advised that at the Marketing Oversight Committee (MOC) meeting following the FOC decision, the MOC also recommended the Board approve Budget Revision 2, as provided, including application of the entire \$750,000 increase to summer media placements.

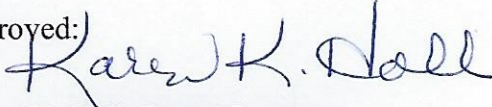
Therefore, upon recommendation of both the Financial Oversight and Marketing Oversight Committees, Mr. Wood made a motion to approve 2021 District Budget Revision 2 for a total 2021 gross tax revenue budget of \$9,138,738 and a total marketing budget of \$7,184,686, with the \$750,000 marketing addition allocated entirely to summer media placements in accordance with

the approved 2021 marketing plan and with the EBT/CVB to prepare a contingency budget to include an equivalent cut in fall marketing spending should the increased tax revenue trend over the next several months not meet expectations. Ms. Herzan seconded and the motion passed unanimously.

There being no other special meeting business, Chairman Smith adjourned the meeting at 4:11 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