

Approved by the Committee July 19, 2021

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

MARKETING OVERSIGHT COMMITTEE

Held Thursday, June 17, 2021 at 2:00 p.m.
In the Board Conference Room at the Chamber
4100 Gretna Road, Branson, MO 65616

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

Committee Members Absent: John Manning
Julie Wilson

Guests: Nate Huff – Miles Partnership
Jason Outman, Rachel Wood and Mary Kellogg
– Explore Branson Tourism and Branson CVB

Ms. McDowell called the meeting to order at 2:04 p.m. and presided. A quorum was established by roll call.

Agenda Adoption – There being no objections nor any requested changes, Ms. Jewsbury made a motion to adopt the agenda as provided previously. Mr. Presley seconded and the motion passed unanimously.

Prior Meeting Minutes Approval – Members received draft minutes of both the May 20 and June 2, 2021 meetings previously. There being no objections nor any requested changes, Ms. Thomas made a motion to approve both sets of minutes as provided. Ms. Sivils seconded and the motion passed unanimously.

Remarks from the Chair – None.

Creative Update – Ms. Wood advised that Proof Agency will be here to meet with us on Tuesday, June 22, 2021 to present and discuss four possible 2022 creative campaigns. Members' experiences and thoughts on our current *We Believe* campaigns will be considered as well, so all are encouraged to bring their questions and comments.

Digital Marketing Program – Mr. Nate Huff, Senior Vice President of Miles Partnership, provided performance highlights of the website and digital media campaigns implemented this year. The improved website went online February 2 of this year and has performed better than anticipated. Core goals of newsletter signup, visitor guide request and hot deals pageviews all saw increases compared to 2019, the most recent “normal” performance year. Year-to-date, 92% of people reached actually visited Branson. Goals can be added or deleted and tracked to provide ongoing program success rates for campaign improvement decisions. Specific areas presented and discussed included website analytics, organic searches, and paid and incremental digital, social media and search results. These four major digital trends and challenges were also discussed:

- The changing search landscape;
- The Google core web vitals update;
- Privacy, trust and tracking; and
- How the CVB is responding.

(Complete June 2021 Website & Digital Media Performance Highlights presentation filed for the record and distributed to the Committee.)

Comments and Announcements – The group discussed the BAAMT request for direct District funding to implement a theatre and music industry improvement recommendation in Sound Diplomacy’s Theatre Industry Study. The consensus was that it was not appropriate for the District to directly fund any specific Branson industry.

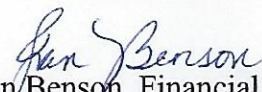
Next Agenda Addition Suggestions – None.

The next meeting is scheduled for:

Monday, July 19, 2021 at
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 4:05 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