

Approved by the Committee July 19, 2021

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

**MARKETING OVERSIGHT COMMITTEE**

Held Tuesday, June 22, 2021  
In the Board Conference Room at the Chamber Building  
4100 Gretna Road, Branson, MO 65616

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

Committee Member Absent: Michelle Herzan – Director

Guests: Proof Agency Executives  
Jason Outman, Mary Kellogg, Rachel Wood,  
Lynn Berry, Duane Stout and Annie Epler  
– Explore Branson Tourism/Branson Chamber/CVB

Ms. McDowell called the meeting to order at 9:02 a.m. and presided. She also established a quorum.

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

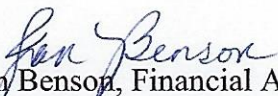
The Proof team presented four different potential creative campaigns for 2022, namely:

- It's Always Showtime;
- Your Branson is Showing;
- Your Vacation Has Needs; and
- No Place for Boredom.

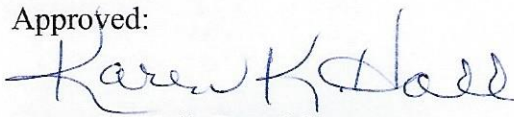
Members provided their feedback, asked questions and discussed the various alternatives presented.

There being no other special meeting business, Chairman McDowell adjourned the meeting at 10:17 a.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