

Approved by the Committee August 19, 2021

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

MARKETING OVERSIGHT COMMITTEE

Held Monday, July 19, 2021 at 2:00 p.m.
In the Chamber Board Conference Room at
4100 Gretna Road, Branson, MO 65616

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

Committee Members Absent: Michelle Herzan – Director
Steve Presley

Guests: Jason Outman, Rachel Wood, Samantha Gutting
Terra Alphonso and Mary Kellogg
– Explore Branson Tourism and
Branson Chamber/CVB

Chair McDowell called the meeting to order at 2:00 p.m. and presided. A quorum was established by roll call.

Agenda Adoption – Chair McDowell then asked that the agenda be modified to include the June 17, 2021 regular meeting minutes in the prior minutes approval motion. There being no other adjustments and no objections, the agenda as so modified was adopted by unanimous consent.

Prior Minutes Approval – Members were previously provided with minute drafts for the two meetings in June. There being no changes or objections to either draft, Ms. Thomas made a motion to approve both the June 17, 2021 regular meeting minutes and the June 22, 2021 special meeting minutes as provided. Mr. Myer seconded and the motion passed unanimously.

Remarks from the Chair – None.

Sports Marketing Report – Ms. Alphonso provided a sports tourism presentation, including year-to-date highlights and upcoming events. She detailed the four primary sports areas of focus, namely: direct sales; business development, including FAMs; event services; and advertising. This year's sponsorships include certain events at the TEAMS and S.P.O.R.T.S. Conferences, as well as continued sponsorship of portions of the Powerboat Nationals races on Lake Taneycomo. In 2019, those events reached 128 million households through videos and broadcast and social media.

Sports tourism has been very resilient throughout the pandemic and Rec Plex events grew from 18% of capacity in 2019 to 39% this year. Additionally, 700 youth teams have signed up to participate in events at Ballparks of America, bringing along their families and supporters. Over the Memorial Day and Father's Day holidays, sports activities filled otherwise empty visitation weekends. However, nine events have so far been turned away this year due to our lack of facilities, including soccer, indoor basketball, and bike trails. Sports facility development continues to be a work in progress.

Research RPQ – Ms. Wood provided and reviewed the proposed Research Request for Pre-Qualification (RPQ), asking for comments and recommendations by Wednesday for her discussion with the Board at its meeting this Thursday. (Research RPQ filed for the record.)

Vendor Summit Update – Ms. Wood advised that the community partner summit is scheduled for next Wednesday, July 28, beginning at 10:00 a.m. here. Our major vendors (Proof Agency, Miles Partnership, Camelot and H2R Research) will provide presentations. Discussions will include consumer focus group results.

Potential Marketing Co-Op Program – Ms. Wood presented an idea for an Explore Branson co-operative search engine marketing program planned to launch October 2021 through December 2022. This program would require additional marketing funds to support the proposed 100% matching grants, which would serve as a means to maximize participants' marketing spend and to introduce smaller participants to the value of digital marketing. Three, six, nine or twelve-month (non-lodging) investment packages would be available, geared to avoid duplication of effort and keyword competition. Madden would provide support and analysis, which it has done for similar DMO programs for St. Louis and the state of Missouri.

The group consensus was that this was a great idea and Mr. Lewis made a motion to recommend Board approval for Explore Branson to move forward with development of this co-op digital marketing matching grant program, with initial efforts directed toward the show and entertainment sector. Ms. Sivils seconded and after discussion, the motion passed unanimously. Ms. Wood will present this proposal and recommendation to the Board on Thursday. (Google SEM Co-Op proposal filed for the record.)

Public Comments and Announcements – Ms. Jewsbury noted that the Chamber website has been a very helpful resource for visitor questions about our local COVID responses.


Next Agenda Addition Suggestions – None.

The next regular monthly meeting is scheduled for:

Thursday, August 19, 2021 at
2:00 p.m. in the Chamber Board Conference Room at
4100 Gretna Road, Branson, MO 65616

There being no further business to come before the Committee, Chair McDowell adjourned the meeting at 3:05 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