

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

MARKETING OVERSIGHT COMMITTEE

Held Wednesday, July 28, 2021 at 10:00 a.m.
In the Chamber Board Conference Room
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

Committee Members Absent: Michelle Herzan – Director
Sheila Thomas
Julie Wilson

Guests: Representatives from these vendors attended in person or remotely:

- H2R Marketing Research
- Bianca Public Relations
- Sheppard Public Relations
- Great Ozarks Outdoors
- Proof Creative Agency
- Miles Partnership
- Camelot Strategic Marketing and Media

Jason Outman, Rachel Wood, Samantha Gutting,
Lynn Berry and Other EBT/CVB Staff

Ms. McDowell called the meeting to order at 10:00 a.m., presided and confirmed the presence of a quorum. The agenda was approved and adopted by consensus.

Several vendor representatives provided presentations and everyone in attendance discussed Committee member questions. Ms. Wood will provide Committee members with copies of all today's presentations for additional consideration.

Next Agenda Addition Suggestions – None.

The next meeting is currently scheduled for:

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

There being no other special meeting business, Chairman McDowell adjourned the meeting at 12:45 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