

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

FINANCIAL OVERSIGHT COMMITTEE

Held Tuesday, August 24, 2021
In the Chamber Board Conference Room at
4100 Gretna Road, Branson, MO 65616

Committee Members Present: Randy Brashers, Chairman and Board Treasurer
Jeannie Horton, Legends in Concert
Chris Myer, Board Director
Greg Baker, Branson Bank
Russ Hoeflicker, Retired (Banking)
Mac McGregor, Edward Jones

Committee Members Absent: Dennis Wood, Board Director

Guests: Rachel Wood, Samantha Gutting, Grace Gould,
Jason Outman and Mary Kellogg
– Explore Branson Tourism/Branson CVB

Chairman Brashers called the meeting to order at 10:00 a.m. and presided. A quorum was established by roll call.

Agenda Adoption – Mr. Baker made a motion to adopt the agenda as provided. Mr. Myer seconded and the motion passed unanimously.

Prior Meeting Minutes Approval – Members were provided with a draft of the June 22, 2021 meeting both previously and today. Mr. Hoeflicker made a motion to approve those minutes as provided. Mr. Baker seconded and the motion passed unanimously.

Old Business – None.

Marketing Update – Ms. Wood reviewed these recent highlights:

- On July 28, the CVB hosted representatives from each vendor at a summit to coordinate their processes and schedules for next year's campaigns. Most vendors gave presentations and campaign refinements will continue to achieve an integrated multi-media approach for 2022, to be included in the annual marketing plan set for approval in December. Campaign launch is expected in late February or early March 2022.

- A pre-qualification request has been distributed to the top four research firms. Responses are due August 31 and a September 17 District selection recommendation is anticipated.
- A new Google Search Engine Marketing (SEM) co-operative grant program was developed, with the pilot program geared to live shows and entertainment venues. The District Board has approved \$150,000 allocated at a rate of \$10,000 per month for the next 15 months, with grants available beginning in October 2021. An early September press release is anticipated and a City-wide announcement event will follow to get this test program off the ground.
- McCracken Photography will provide blogs and photos for show and entertainment public relations outreach.

Board Recommendation for Audit RFP Contract Award – KPM was the only CPA firm responding to our recent audit RFP for the 2021 through 2024 audit and AUP work. Copies of that response were distributed to members both previously and today for review. Mr. Hoeflicker made a motion to recommend that the Board award the 4-year audit contract to KPM and Mr. Myer seconded. Following discussion, the motion passed unanimously.

Board Recommendation to Release Insurance RFP – Members were provided copies of our insurance RFP for the 3-year contract effective January 1, 2022 both previously and today for review. Mr. McGregor made a motion to recommend that the Board approve this insurance RFP for release at its September meeting and Mr. Baker seconded. After discussion, the motion passed unanimously.

District Financial Results and Cashflow Projection Update – Mr. Brashers reviewed the July financial statements (June business sales), which continued this year's trend of much improved revenues, rivaling those of our 2019 record year. We hope for continuing improved results through yearend.

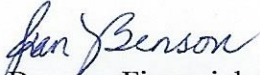
Members discussed this month's cashflow update through yearend and the consensus was that based on results to date and continuing revenue improvements, the Board should approve a \$9.5 million gross tax revenue budget for 2022 so that staff can calculate our full budget, including marketing, for review and approval by the FOC and Board in sufficient time to ensure approval before yearend so that District operations can continue without interruption into 2022. (Financial information filed for the record.)

Chairman Brashers has canceled the September scheduled meeting, so the next Committee meeting is now scheduled for:

Tuesday, October 26, 2021 at
10:00 a.m. in the Chamber Board Conference Room at
4100 Gretna Road, Branson, MO 65616

There being no further business to come before the Committee, Chairman Brashers adjourned the meeting at 11:05 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