

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

MARKETING OVERSIGHT COMMITTEE

Held Thursday, October 21, 2021 at 9:00 AM
In the Chamber Board Conference Room at
4100 Gretna Road, Branson, MO 65616

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

Committee Members Absent: Michelle Herzan, Board Director

Guests: Emily Gary and Craig Markus – Proof Advertising
Mary Kellogg, Jason Outman, Rachel Wood, Cassandra
Vasquez, Dwayne Stout and Lynn Berry
– Explore Branson Tourism/CVB
Rob Johns and Cindy Merry – New TCED Directors

Chair McDowell called the meeting to order at 9:00 a.m. and presided. A quorum was established by roll call.

Agenda Adoption – Chair McDowell requested the addition of Comments from the Chair at the end of the agenda, just prior to Suggestions for Next Month’s Meeting. Mr. Presley made a motion to adopt the revised agenda, including the deferral of election of next term’s Chair until the November meeting as previously provided. Ms. Oller seconded and the motion passed unanimously.

Prior Meeting Minutes Approval – Members received drafts of the September 16, 2021 meeting minutes previously. There being no changes or objections, Ms. Jewsbury made a motion to approve those minutes as provided. Ms. Thomas seconded and the motion passed by vote of nine in favor and none opposed, with Mr. Presley abstaining as he had not attended that meeting.

Proof Advertising Creative Update – Ms. Wood introduced Emily Gary and Craig Markus with Proof, who provided an update regarding the ongoing 2022 campaign development and creative execution. They are in the process of capturing seasonal imagery for summer, fall and Christmas to support next year’s television, print and digital needs. After reviewing multiple director treatments, they selected Oren Kaplan to direct the video production. Ms. Wood will provide the creative video

treatment benchmark (RV video) to the Committee for a better viewing of the shooting style to be used and the vintage look (grain overlay, lens distortion) in the opening problem/humor segment of the spots. The group discussed and provided content input relative to current show images, focus on female vacation decision-makers (especially in fall problem opening), importance of shopping and boating (not just fishing) as lake activity and removal of rock climbing in favor of hiking, biking, camping or outdoor activities that are readily available in our area.

Research RPQ Update – Members had an opportunity to review the four proposals received. Ms. Wood discussed H2R’s responses about additional enhancements to their products and service. It has not yet been decided what portions of 2022 research will be executed by which research firm.

Continued 2022 Marketing Plan and Budget Discussion – Ms. Wood distributed a budget update with additional line-item details, which the Committee discussed. Ms. Wood will email the full marketing plan and budget to Committee members by November 5 for required input from the group by noon on November 10. Ms. Berry provided an update on recent publicity and related media activities and accomplishments.

Comments from the Chair and Public Comments and Announcements – Chair McDowell provided the group with background on the recent social media and City of Branson interest in “Ozark Mountain Christmas” and “Branson, America’s Christmas Tree City” terms. It is the opinion of both the Branson Chamber/CVB and the Branson Christmas Coalition that the two terms are not mutually exclusive, and both entities have been using both terms where appropriate since 2016.


Suggestions for Next Agenda – Miles Media will provide a walk-through of the digital dashboard used by their firm and Explore Branson to measure and direct digital advertising in order to better inform 2022 marketing and budget allocations by the Committee.

Due to the Thanksgiving holidays, the next meeting is scheduled for the *2nd* week in November as follows:

Thursday, *November 11, 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 11:01 a.m.

Respectfully Submitted:


Jan Benson, Financial Administrator
Branson/Lakes Area Tourism Community Enhancement District

Approved:

Michelle Herzan, Board Secretary
Branson/Lakes Area Tourism Community Enhancement District