

Approved by the Board November 18, 2021

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

BOARD OF DIRECTORS

HELD OCTOBER 28, 2021

In the Chamber Board Conference Room
4100 Gretna Road, Branson, MO 65616

Directors Present: Derek Smith, President and Chair
Chris Myer, Vice President
Michelle Herzan, Secretary
Cindy Merry
Brett Stump
Dennis Wood

Director Absent: Rob Johns, Treasurer

Guests: Matt Trokey, Esq. – District Legal Counsel
Mary Kellogg, Rachel Wood, Lynn Berry, Ashlie
Beede, Greyson Miller and Cassandra Vasquez
– Explore Branson Tourism/CVB
Ann McDowell – MOC Chair
Sheila Thomas – Table Rock Lake Chamber

The meeting was called to order at 2:02 p.m. by Chairman Smith, who presided. A quorum of the Board was established by roll call.

Agenda Adoption – Mr. Stump made a motion to adopt the agenda as provided. Ms. Herzan seconded and the motion passed unanimously.

Prior Meeting Minutes Approval – Directors were provided with draft minutes of the open and closed sessions at the September 23, 2021 Board meeting both previously and today. There being no suggested changes nor any objections to either set of minutes, Mr. Smith made a motion to approve the minutes of both the open and closed Board sessions on September 23, 2021 as provided. Ms. Herzan seconded and the motion passed unanimously.

Public Comments or Old Business – Neither.

MOC Chairman's Report – Ms. McDowell advised that the marketing committee met earlier this month to continue working on 2022 campaigns and budgets. No report acceptance motion was deemed necessary.

Marketing Events Update – Ms. Wood detailed MOC discussions and advised that Proof Advertising will be here next week for Thanksgiving and Christmas storyboard shoots.

Mr. Miller presented a digital 360-degree virtual tour of Branson, which will be embedded on ExploreBranson.com beginning Monday, with the goal of keeping viewers engaged on the website. Ground level and sky views of downtown and other points of interest are included, as well as walk-throughs of several businesses. A menu of business locations is accessed on the left side of the screen and business interiors can be shot by Threshold 360 upon request. Continual additions and monitoring are planned. A question-and-answer discussion followed.

Ms. Berry reviewed public relations events. Ad equivalency value last year was \$16 million for the year and we're only 7% away from that this year. Only a dozen or so journalists visited last year, but more have come this year, particularly more golf writers. Media audience reach went from 50,000 to 1 million this year. She shared specific FAM media writeups that provided audience reach upwards of 2 million. UPtv's cross-country *Small Town Christmas* series, including Branson, will premiere on December 5 at 8:00 p.m. Central time.

Committee Appointments – Directors received a list of current committee appointments for discussion both previously and today. Our by-laws require the Treasurer to chair the Financial Oversight Committee (FOC). Mr. Wood agreed to continue serving on the FOC and the at-large members will remain the same. Mr. Stump made a motion to approve the FOC appointments for the 2021-22 term as discussed. Mr. Myer seconded and the motion passed unanimously.

Two secret ballots resulted in Mr. Stump's appointment to the MOC, with a tie between Mr. Myer and Ms. Herzan for the final open seat. That decision was deferred to the November meeting to provide time for additional consideration. It was determined that generally, Directors can attend Committee meetings as guests without creating a Board quorum.

Historically, the Secretary has chaired the Personnel Committee, with the President and Treasurer serving as the other members because these individuals work most closely with staff. Mr. Myer made a motion for that pattern to continue for the 2021-22 term by electing Ms. Herzan as Chair, with Messrs. Smith and Johns also serving. Mr. Stump seconded and the motion passed unanimously.

Treasurer's Report and 2022 Draft Budget – Mr. Smith reviewed our current and year-to-date financial information. Tax revenues may exceed our 2019 record year and expenses are within budget. He noted that City revenues now more closely parallel ours. There was discussion about businesses outside the District contributing a buy-in to advertise on ExploreBranson.com. That discussion will continue next month. There was also a suggestion to revisit and improve the current District budget format to provide a more effective management tool. Ms. Merry made a motion to accept the Treasurer's report as discussed. Mr. Stump seconded and the motion passed unanimously.

Discussion followed about approving a 2022 budget allocation of \$200,000 for the SEM Co-Op Matching Grant program in 2022, but no motion to that effect was forthcoming. The consensus was to evaluate the marketing success of the first \$150,000 before making another commitment.

Directors discussed the draft 2022 budget provided. Mr. Stump made a motion to approve a 2022 tax revenue budget of \$9.5 million, resulting in approximately \$6.4 million available for EBT marketing, with final line-item marketing budget details to be determined by the MOC for review and approval by the FOC and Board before yearend. Mr. Myer seconded and the motion passed unanimously. (Financial information filed for the record.)

New Business for Next Month's Agenda –

- Consider appointments to the FOC and MOC open seats.
- Discuss out-of-District business advertising buy-ins on ExploreBranson.com.

Announcements – None.

Due to the Thanksgiving holidays, next month's meeting will be held on the 3rd Thursday in November, as follows:

Thursday, November 18, 2021 at
2:00 p.m. in the Chamber Board Conference Room
4100 Gretna Road, Branson, MO 65616

There being no further business to come before the Board, Chairman Smith adjourned the meeting at 4:00 p.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