

Approved by the Board December 16, 2021

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

BOARD OF DIRECTORS

HELD DECEMBER 2, 2021

In the Conference Room at
333 Corporate Place, Branson, MO 65616

Directors Present: Derek Smith, President and Chair
Chris Myer, Vice President
Michelle Herzan, Secretary
Rob Johns, Treasurer
Cindy Merry
Brett Stump

Director Absent: Dennis Wood

Guests: Matt Trokey, Esq. – District Legal Counsel
Mayor Larry Milton – City of Branson
Jeannie Horton – Marketing Oversight Committee
Sue Braun – Theatre League
Jason Outman, Rachel Wood and Lynn Berry
– Explore Branson Tourism/CVB

The special meeting was called to order at 9:01 a.m. by Mr. Smith and a quorum of the Board was established by roll-call. Ms. Merry made a motion to adopt the agenda as provided. Mr. Johns seconded and the motion passed unanimously.

In accordance with the November 22, 2021 public notice, the purpose of this special meeting was to discuss 2022 marketing budget details provided by the EBT as well as the original 2022 District budget draft. Handouts of EBT responses to the Board's previous 2022 budget questions, as well as Camelot's media consumption research were distributed.

Chairman Smith reiterated the District's mission to spend marketing dollars in the best manner to drive visitation here by creating consumer awareness of Branson and our offerings.

Lengthy discussions of the marketing budget details followed. Mr. Stump made a motion to approve the 2022 District budget as provided and Ms. Herzan seconded. Mr. Myer asked that the motion be amended to provide that at least the same combined traditional TV media dollars

spent in 2021 also be spent for that item in 2022. Ms. Merry seconded. However, Ms. Herzan had left the meeting and Mr. Stump did not agree to that amendment, which therefore failed.

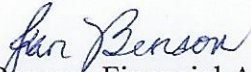
Chairman Smith recapitulated the three main discussion items as follows:

- The EBT allocation of 80% to digital and 20% to traditional media spending is the current industry trend, is research-supported as the type of media used most frequently by our 20- to 54-year-old consumer target market, and is appropriate for the 2022 marketing budget.
- The pay-per-click portion of search engine marketing should be as low as possible and a cap should be established. Because time is of the essence to finalize the 2022 budget, the MOC is to evaluate this metric and recommend such a cap for the 2023 budget.
- Consideration should be given to either moving the administrative fee to the marketing budget or the consumer response marketing line item to the administrative fee. This matter should also be discussed next year in conjunction with the 2023 budget.

Additional discussion followed until Mr. Smith called the question. The original motion to approve the attached 2022 District budget then passed by a vote of five in favor and none opposed.

There being no other special meeting business, Chairman Smith adjourned the meeting at 11:45 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

TOURISM COMMUNITY ENHANCEMENT DISTRICT

2022 Original Budget - Dec/21 FOC & Board Meetings - Board Approved 12/02/21

		<u>2021 Final Budget</u>	<u>2022 Original Budget</u>	
Revenue -	Gross Sales Tax Revenue	9,777,293	9,500,000	
	Less - State 1% Fee Withheld	(97,773)	(95,000)	
	Sales Tax Deposits	9,679,520	9,405,000	
	Less - Branson TIF Payments @ 16% of Gross Sales Tax	(1,564,367)	(1,520,000)	
	- Stone County TIF Payment For Prior Year	(200,000)	(236,000)	
	- EBT Prior Year Unused Budget-Carryover	579,875	100,000	(Estimated Until TCED Books Close in Feb/22)
	- TCED Reserves Applied	-	-	
	- TCED Contingency Reserve Retained	(24,000)	(24,000)	
	Tax Revenue Available	8,471,028	7,725,000	
	Add - Interest Income-Bank	3,000	4,200	
	- Other Income	-	-	
	TCED Revenue	8,474,028	7,729,200	
	Add - EBT Revenue Transfers to TCED:			
	- Co-Op Program Revenue	44,080	40,000	
	- Fulfillment Revenue	-	-	
	- Government Grant Revenue	485,892	350,000	(All Estimated)
	- Publications Revenue	295,000	250,000	
	- Website Revenue	150,000	150,000	
	EBT Revenue Transferred to TCED	974,972	790,000	
	Total Revenue, Net	9,449,000	8,519,200	
	<Less TCED Operations Exp>	(107,751)	(120,000)	Detailed Below
	Remainder	9,341,249	8,399,200	
Expenditures -				
- Marketing Costs:				
	TCED - Administrative Fees	1,600,000	1,980,000	(Estimated)
	- Research & Consulting	-	-	
	- Interest on Credit Line (\$3M @ 2.125% x 5 mos.)	26,563	23,438	
	Remainder <Less Total TCED Marketing>	(1,626,563)	(2,003,438)	
	TCED Budget Available for Marketing	7,714,686	6,395,762	(Estimated)
	EBT - Media Advertising & Creative Svcs	5,577,875	3,873,854	
	Public Relations	418,538	512,500	
	Travel & Trade Shows	254,300	222,712	
	Trade Media Advertising	52,090	101,250	
	Dues & Sponsorships/Group Travel	388,024	514,527	
	Consumer Response Operations	266,239	266,239	
	Pubs-Collateral	16,700	30,000	
	Research	130,000	130,000	
	Publications	329,500	407,500	
	Fulfillment	27,150	27,150	
	Website	130,000	151,440	
	* Marketing Opportunity Fund	118,170	156,590	
	* Special Event Support Fund	6,100	2,000	
	Total EBT Marketing	(7,714,686)	(6,395,762)	
	Total Combined Marketing Costs	(9,341,249)	(8,399,200)	
- TCED Operating Expenses:				
	Office Rent	6,660	6,660	
	Advertising Expense	3,000	10,000	
	Office Equipment	400	445	
	Office Supplies	2,280	2,400	
	Professional Fees	30,280	32,800	
	Research, Consulting & Planning	-	-	
	Salaries & Wages	51,408	52,434	
	Payroll Taxes & Workmen's Comp Ins	4,333	4,411	
	Insurance-Liability + E&O	3,880	3,780	
	Computer Hardware & Software	1,660	1,700	
	Public Relations & Website	660	1,640	
	Telephone/Data Services	3,120	3,600	
	Technical References/Licenses/Fees	10	10	
	Postage & Deliveries	60	120	
	Miscellaneous	-	-	
	Total TCED Operating Expenses	(107,751)	(120,000)	<-To TCED Ops Exp Abv
	Total Expenditures	(9,449,000)	(8,519,200)	
	Profit / <Loss>	0	0	