

Approved by the Committee February 23, 2022

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

MARKETING OVERSIGHT COMMITTEE

Held Thursday, January 20, 2022 at 2:00 p.m.
Conference Room D at the Branson Chamber/CVB
4100 Gretna Road, Branson, MO 65616

Committee Members Present: John Manning – Chairman
Michelle Herzan – Director
Becky Jewsbury
Ty Lewis
Ann McDowell
Janet Oller
Steve Presley
Sheila Thomas
Julie Wilson

Committee Members Absent: Nikki Sivils
Brett Stump – Director

Guests: Proof Advertising Representatives (Emily, Bryan,
Claire and Craig – online)
Bruce Butcher, Media Consultant (online)
Rachel Wood, Samantha Gutting and Other
Staff from Explore Branson Tourism/CVB

Chairman Manning called the meeting to order at 2:00 p.m. and presided. A quorum was established by roll call.

Agenda Adoption – Ms. Thomas made a motion to adjust the agenda so that the media budget discussion follows Proof Advertising’s presentation. Ms. Oller seconded and the motion passed unanimously.

Prior Meeting Minutes Approval – Members received draft minutes of the December 9, 2021 meeting previously. Mr. Lewis made a motion to approve those minutes as provided. Ms. Thomas seconded and the motion passed unanimously.

Proof Advertising Creative Update – The Proof Advertising representatives in attendance today provided an update of their creative campaign ideas for 2022 marketing. Committee members then made these two recommendations:

- Slide number 3 should highlight the fact that mountain coasters are different than roller coasters; and
- Slide number 7 should reflect “music shows” rather than “theatres.”

Media Budget Outlines – Digital and traditional media flowcharts were provided to members both previously and today. The group discussed these budgets and received updated information by consultant Bruce Butcher, who presented his philosophy of building a media plan around the concepts of concentration, domination and magnification – meaning that limited budgets require concentration and domination in chosen areas that make a difference; and magnification (focus) should be on synchronization across stakeholders. The committee consensus was that members were comfortable with the flowchart data and presentation. Ms. Oller requested that the “Vacation” character discussed be introduced to our audiences via social media and related outlets prior to “going live” with the concept. (Media flowcharts filed for the record.)

Digital Marketing RFP – Members provided general agreement consensus with the 2022 digital media plan included in this RFP as provided by Ms. Wood during the December meeting. (Digital Agency RFP filed for the record.)

Research RFQ – Ms. Wood advised that we are awaiting additional metrics and specialization data to better assess how to allocate our desired research among the bidding firms. (Research RFQ filed for the record.)

Chairman’s Prerogative – Although not specified on the agenda, Mr. Manning provided a summary of his December 14, 2021 meeting with TCED President Derek Smith regarding the desired role of the MOC. Mr. Smith stated that he was pleased with the Committee’s work and encouraged members to focus on oversight at a macro level and continue their cooperative functioning.

Date Change for February Meeting – Mr. Manning reminded members that the February meeting date and location were changed to Wednesday, February 23, 2022, as shown below.

Next Month’s Agenda Items – Ms. Thomas made a motion to approve the following items for inclusion on the February 23 meeting agenda, Ms. Oller seconded and the motion passed unanimously:


- Research RFP process update;
- Proof Advertising update; and
- Update on “Out-Of-Home” (such as billboard) advertising ideas.

The next meeting is scheduled for:


*Wednesday, February 23, 2022 at
11:00 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 Manning adjourned the meeting at 3:08 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