

MARKETING OVERSIGHT COMMITTEE

MOTION & VOTING RECORD

* OPEN SESSION *

DATE: Feb 23, 2022

	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 1 :</u>	Brett	Sheila	Y

Adopt Agenda - As Written -OR- As Amended
 (Added a vote on revised digital and traditional media plans)

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	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 2 :</u>	Sheila	Julie	Y

Approve prior meeting minutes - 01/20/22 - As Written -OR- As Amended

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	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 3 – RECOMMEND:</u>	Brett	Becky	Y
VOTE ON REVISED DIGITAL AND TRADITIONAL MEDIA PLANS (2022 Branson Flowchart Version 2)			

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	<u>MOVED</u>	<u>SECONDED</u>	<u>VOTE</u>
<u>MOTION NO. 4 – RECOMMEND:</u>	Brett	Ann	Y
ADJOURN			

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Non Motion/Agenda Items Discussed

1) FIRST ITEM ON THE AGENDA IS A PROOF ADVERTISING CREATIVE UPDATE.

a. Comments:

i. Emily gray presented by video.

1) “:30 Taking a Stand” from “Vacation” Audio

2) Print Adds

- a) “Family”
- b) “Outdoor”
- c) “Live Shows”
- d) “Golf”
- e) “Spring”
- f) “Meeting and Conventions”
- g) “Sports Travel”
- h) “Group Leisure Travel”

1) Vacation Quotes (for each print add)

2) Digital (for each print add)

3) Video (for each print add)

4) Campaign Deliverable listing (Fall, Christmas, Print)

Comments:

Ann, good job on defining vacation.

John, “not branson” should be in black and white and confirm the number of golf courses mentioned in the add.

Becky, really like the general feel of the spots.

2) SECOND ITEM ON THE AGENDA IS AN OUT-OF-HOME ADVERTISING UPDATE.

a. Comments:

i. Rachel, discussion on what we want to see. Thoughts from what we want. Should we do in fall or Christmas and what markets...initial thoughts:

1) Sheila asked why Fall and Christmas and not earlier. Rachel said they are searching for ideas at this point and summer is likely the earliest possible.

2) Ann asked about the strategic thinking and suggested more markets. Rachel responded with no more than two markets with Little Rock as a surprisingly good market we should continue to grow this market.

3) Janet recommended comparison to what SDC did in same area.

4) Rachel asked for additional ideas to be emailed to her.

3) THIRD ITEM ON THE AGENDA IS A RESEARCH RFP PROCESS UPDATE.

a. Comments:

i. Rachel explained that the visitor dashboard is finalized, lots of changes on this report and the average age decreased significantly. Still looking at ways to upgrade current scout report.

4) FOURTH ITEM ON THE AGENDA IS WHAT WE AMENDED which is TO “VOTE ON REVISED DIGITAL AND TRADITIONAL MEDIA PLANS.” (See Motion 3 Above)

5) Fifth ITEM ON THE AGENDA IS OPEN FOR SUGGESTIONS FOR THE NEXT MONTH’S AGENDA.

a. Suggestions:

i. Brett asked if we could have a discussion on August/September period regarding the budget.

6) Public Comments:

i. Jason mentioned Out of Home with some discussion about going beyond the 300 mile range.

ii. Chris stated that the commercial logo was hard to read and that we should show more “show” varieties.

7) FINAL ITEM ON THE AGENDA IS ANNOUNCEMENTS. OUR NEXT MEETING IS SCHEDULED FOR THURSDAY, MARCH 17, 2022 AT 2:00PM HERE AT THE CHAMBER.

**MARKETING OVERSIGHT COMMITTEE
MEMBER'S ROLL-CALL**

OPEN MEETING

DATE: Feb 23, 2022

			<u>Present</u>	<u>Absent</u>
Mr. Manning	John	Chair	<u> x </u>	<u> </u>
Ms. Herzan	Michelle	Director	<u> </u>	<u> x </u>
Ms. Jewsbury	Becky		<u> x </u>	<u> </u>
Mr. Lewis	Ty		<u> x </u>	<u> </u>
Ms. McDowell	Ann		<u> x </u>	<u> </u>
Ms. Oller	Janet		<u> x </u>	<u> </u>
Mr. Presley	Steve		<u> </u>	<u> x </u>
Ms. Sivils	Nikki		<u> </u>	<u> x </u>
Mr. Stump	Brett	Director	<u> x </u>	<u> </u>
Ms. Thomas	Sheila		<u> x </u>	<u> </u>
Ms. Wilson	Julie		<u> x </u>	<u> </u>