

**Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau**  
**Board of Directors**  
**April 27, 2016**  
**8:30 a.m.**

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, April 27, 2016. Chairman William Mahoney called the meeting to order at 8:30 a.m. Mike Pitman provided the opening prayer.

**Review of Minutes** – Ron Jett made a motion to approve the minutes of the March 23, 2016 meeting as presented. Cliff Davis seconded the motion. All approved. Motion carried.

**Financial Report** – Bob Cox made a motion to approve the financial report as presented. Brad Swofford seconded the motion. All approved. Motion carried.

**Membership Update** – Janet Akers reviewed the report included in the packet. There is not a drop list this month. Janet and President/CEO Jeff Seifried are going to visit with the businesses on the current list.

**Legislative Affairs Update** – Monica Evinger referred to the report in the packet and provided a brief update on the Meet in Missouri Act. Also in the packet was a ten year history of Missouri school start dates.

**Chairman's Report** – Chairman Mahoney is continuing to reach out to members. He reported members appreciate hearing from the board and are providing positive feedback about the organization.

The Missouri Hospital Association is holding two meetings in Branson in June. Chairman Mahoney asked if any board members come in contact with the groups to encourage them to consider holding more meetings in Branson.

**President/CEO Report** – President/CEO Jeff Seifried stated today marks the 70<sup>th</sup> year of the Branson/Lakes Area Chamber of Commerce. We will utilize the 70 year mark as a communication tool the remainder of the year.

Committee for usability study on ExploreBranson.com – This relates to ticket sales and actual usability on the site. We need five volunteers from the board to serve on the committee, which will most likely go through July and be dissolved. Following brief discussion, board members Randy Brashers, Ron Jett, Bill Tirone, Mike Pitman and Jeff Bourk agreed to serve on the committee. Shawn Pingleton committed to chair it last month.

This board and the Tourism Community Enhancement District board will have a casual breakfast meeting May 13, 7:30 a.m. at McFarlain's.

The May board of directors meeting will be held at the Branson School's Administration office on Bee Creek Road. The Leadership Academy will be observing the meeting.

Your Chamber Connection was here recently to review the membership drive process and identify chairpersons. Next is chairperson training May 24. Board members Bill Tirone and Mike Pitman attended the meeting. They were impressed with the program and presentation.

Jeff stated we are going through the process of reassessing our members. We are not increasing dues, but are finding under-assessed businesses. It should be noted this has not been done in many years.

Staff will be launching a workforce initiative sometime in June to communicate investments, available jobs, etc. It will be for investors and potential employees. A formal presentation is forthcoming.

Jeff thanked Jamie and team at Big Cedar Lodge for hosting our March board meeting. And, for the Legends of Golf Tournament. It was a great event.

**New Business** – Chairman Mahoney thanked all for volunteering to serve on the board. He thanked Pat Parnell for his efforts with the Cambio event, which helps the Hispanic population of the community get more acclimated. Approximately 200 attended this year's event.

Jeff Bourk briefly discussed the upcoming air service announcement.

This meeting of the Branson/Lakes Area Chamber of Commerce and CVB Board of Directors adjourned at 9:05 a.m.

Present: Dathan Atchison, Jeff Bourk, Randy Brashers, Clay Cooper, Bob Cox, Cliff Davis, Pam Druffel, Ron Jett, Jamie Keys, William Mahoney, Patrick Parnell, Mike Pitman, Scott Skoglund, Angie Smith, Jared Story, Brad Swofford, Brad Thomas and Bill Tirone.

Staff: Aaron, Me, Jeff, Leah, Jonas, Cathy and Janet

Guests: Jennifer Langford and Dr. Tim Taylor