

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
May 25, 2016
8:30 a.m.

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, May 25, 2016. Chairman William Mahoney called the meeting to order at 8:30 a.m.

Review of Minutes – Chris Hamon made a motion to approve the April 27, 2016 meeting minutes as presented. Mike Pitman seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Ron Jett briefly reviewed the current financials. Tim Connell moved to approve the financial report as presented. Jeff Bourk seconded the motion. All approved. Motion carried.

Executive Session - Immediate Past Chairman Randy Brashers made a motion to adjourn into executive session to discuss a possible real estate purchase. Brad Thomas seconded the motion. All approved. Meeting adjourned into executive session at 8:40 a.m.

Chairman William Mahoney closed executive session at 8:55 a.m.

Land Purchase – Jared Story moved to approve purchase of the land on Gretna Road discussed in executive session. Bill Tirone seconded the motion. All approved. Motion carried.

Airport Update – Jeff Bourk provided a brief update on the new routes for Branson Airport. He will make formal reports to partners in the next month or so.

Membership Update – Janet Akers reviewed the report included in the packet.

Drop Report – Mike Pitman made a motion to approve the membership drop report as presented. Chris Hamon seconded the motion. All approved. Motion carried.

Membership Campaign – Emily Sutliff provided an update and reviewed next steps of the upcoming membership event being managed by Your Chamber Connection. Our goal is to gain 100 new members.

1st Quarter Marketing Report – CMO Leah Chandler presented the first quarter 2016 report.

Taney County Partnership Update – Jonas Arjes reviewed the report included in the meeting packet. It was noted, since the Partnership's inception four years ago, 15 projects have come to fruition, over 370 new jobs created, \$9 million in new payroll and over \$100 million in capital investment.

There are currently 10 public sector and 29 business sector partners. New partner in 2016 is Paragon Architecture.

A workforce development presentation will be made at the July BLACC/CVB Board of Directors meeting.

Legislative Update – Monica Evinger referred to the lobbyists update in the packet. She briefly discussed the September 20-22 Washington, D.C fly-in with the Missouri Chamber of Commerce, which was one of the strategic areas of focus. More information forthcoming on the fly-in.

Chairman's Report – Chairman Mahoney asked all directors to help with the upcoming membership drive. He also encouraged them to attend at least one membership function per month.

President/CEO Report – Jeff Seifried reported staff is looking into a text message program to enhance communication to the board.

We are changing our member retention strategy. Staff will visit and re-educate our members as there is a lot of misinformation out there. We want to get the retention rate up to 85%. It was 81% in 2015.

Christmas Coalition –The 3-D concept has transitioned to Christmas trees. Businesses are encouraged to up-light and decorate trees for the season. Creativity with different types of decorations is encouraged, too.

Department of Labor's New Exemption Rule – DOL issued the overtime ruling that goes into effect December 1. It will have an impact on our organization. We are currently assessing that and will come back to board with plan on moving forward. We will also communicate with our members this issue.

The website usability study is underway. The board-driven committee held their first meeting earlier in the month and had great discussion. Staff worked with Jerry Henry of H2R to develop an unbiased survey that has been sent to stakeholders. We hope to have a recommendation in July.

This meeting of the Branson/Lakes Area Chamber of Commerce and CVB Board of Directors adjourned at 9:42 a.m.

Present: Jeff Bourk, Randy Brashers, Mike Combs, Tim Connell, Clay Cooper, Bob Cox, Chris Hamon, Ron Jett, William Mahoney, Patrick Parnell, Mike Pitman, Scott Skoglund, Angie Smith, Jared Story, Brad Thomas and Bill Tirone.

Absent: Dathan Atchison, Cliff Davis, Pam Druffel, Jamie Keys, Shawn Pingleton and Brad Swofford

Guests: Leadership class

Staff: Janet Akers, Jonas Arjes, Leah Chandler, Monica Evinger, Cathy Hubert, Aaron McCullough, Jeff Seifried, Emily Sutliff and Shelly Vorhaben