

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
June 22, 2016
8:30 a.m.

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, June 22, 2016. Chairman William Mahoney called the meeting to order at 8:30 a.m. Randy Brashers provided the opening prayer.

Review of Minutes

Jeff Bourk made a motion to approve the May 23, 2016 minutes as presented. Mike Combs seconded the motion. All approved. Motion carried.

Financial Report

CFO Cathy Hubert briefly reviewed the current financials. Randy Brashers moved to accept the report as presented. Bill Tirone seconded the motion. All approved. Motion carried.

Audit Report

Joe Page with The Whitlock Co. presented the audit report to the board of directors. The organization again received a favorable report. Mike Pitman made a motion to approve the audit report. Cliff Davis seconded the motion. All approved. Motion carried.

Membership Update

Janet Akers, Membership and Community Relations Manager, reviewed the update included in the packet. Chairman Mahoney requested an occasional report on the number of members dropped due to being reclassified from secondary to primary membership.

Mike Pitman made a motion to approve the membership drop list as presented. Bill Tirone seconded the motion. All approved. Motion carried.

Membership Drive Event

Events and Membership Services Manager Emily Sutliff reviewed the upcoming event and reported on the chairs and teams. Each shift begins with a 45-minute training session with Jimmy of Your Chamber Connection.

Workforce Development New Initiative

Taney County Partnership's Programs and Communications Director, Heather Hardinger spoke about their workforce initiatives. Workforce survey results will be announced at the July Branson Business Connection luncheon. The website refresh is almost complete. Heather shared posters with the board that are being placed in local schools. The purpose is to make kids aware they can get jobs and employers are hiring. This also increases engagement and communication with counselors, administration and the kids. Our best resource to talent is developing and retaining what we have.

Chairman's Report

Chairman Mahoney asked directors to continue contacting the list of members they received. This helps us update our records and find out how businesses feel about our organization and the community climate.

A Nominating Committee will be appointed at the July meeting. This committee solicits membership for nominations and determines the slate of board candidates. Terms expiring this year are:

Accommodations: Angie Smith and Scott Skoglund

Attractions: Randy Brashers and Ron Jett*

General Business: Jeff Bourk* and Chris Hamon

*(*Denotes not eligible for re-election.)*

President/CEO Report

Jeff reported we hope to have financing for the new building locked in 60 days. The good news is interest rates went down to 2.75%.

Events – We have noticed event attendance has been decreasing. Staff will evaluate our membership events and bring a recommendation to the board.

The hotel feasibility study has been completed. This began with asking how we can drive more conventions to Branson. We found more hotel rooms are needed within walking distance or connected to the convention center. Jeff hopes to have the study available to the board this week.

Washington DC Fly-In with the Missouri Chamber of Commerce is set for September 20-22, 2016. The full agenda is expected any day and we'll send to the board upon receipt. Jeff reminded all this is an item on our strategic plan.

Staff has been working with the City of Branson regarding communications. We are working out the proper roles and responsibilities to make sure our outward communication is appropriate.

The Missouri Economic Development Council just awarded Jonas Arjes as the Professional Economic Developer of the Year.

The Branson Christmas Coalition changed direction from the 3-D imaging to trees; up-lit trees, creative trees, traditional trees, etc. Jeff asked the board what our role should be this season. It was determined to light our current location and the new site with a sign stating it is our future home. Staff will present plans at a future meeting.

This meeting of the BLACC/CVB Board of Directors adjourned at 9:25 a.m.

Present: Dathan Atchison, Jeff Bourk, Randy Brashers, Mike Combs, Cliff Davis, Pam Druffel, William Mahoney, Mike Pitman, Scott Skoglund, Angie Smith, Jared Story and Bill Tirone

Absent: Tim Connell, Clay Cooper, Bob Cox, Chris Hamon, Ron Jett, Jamie Keys, Patrick Parnell, Shawn Pingleton, Brad Swofford and Brad Thomas

Staff Present: Janet Akers, Jonas Arjes, Monica Evinger, Cathy Hubert, Aaron McCullough, Jeff Seifried and Emily Suliff