

**Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
August 24, 2016**

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, August 24, 2016. Chairman William Mahoney called the meeting to order at 8:30 a.m. Shawn Pingleton provided the opening prayer.

Review of Minutes

Bill Tirone made a motion to approve the minutes of the July 27, 2016 meeting as presented. Mike Pitman seconded the motion. All approved. Motion carried.

Financial Report

Treasurer Ron Jett provided a brief review of the current financials. Bob Cox moved to approve the financials as presented. Bill Tirone seconded the motion. All approved. Motion carried.

Membership Update

Janet Akers presented the membership update.

Membership Drop Report – There were 15 members on the drop report. Bill Tirone asked staff to research how many members have dropped due to discontinuing the secondary memberships. Ron Jett made a motion to approve the drop list as presented. Shawn Pingleton seconded the motion. All approved. Motion carried.

2nd Quarter Marketing Report

District Marketing Council Chair Bob Cox highlighted a few items in the report. He stated that overall the Council is excited and pleased with the rebranding, SYTA, other recent shows and feedback from industry stakeholders.

Restructuring Events Recommendation

Emily Sutliff provided a presentation about restructuring our events. Attendance, revenue and sponsorships are down, except Black Tie, which was up by 96 attendees over 2015. It was noted that the American Chamber of Commerce Executives shows the same trends across the country. We need quality events versus quantity. Emily distributed the proposed restructure. Following discussion Ron Jett moved to approve the concept as presented. Bill Tirone seconded the motion. All approved. Motion carried. The event dates will be provided to the board and be sent to their calendars.

Chairman's Report

Chairman Mahoney noted his member visits have been going well. If he hears of an issue he communicates it with staff and it is addressed within 24 hours.

President/CEO Report

Jeff Seifried and others will have dinner with Great Lakes (air service) this evening. There is concern about accessing Branson Airport flights on websites such as Expedia and Travelocity.

The Building Committee met earlier in August and will meet again soon. The performance and accountability report has been received. There are a few more steps before the USDA financing can be finalized.

Student Youth Travel Association Annual Conference – The conference was in Branson last year and approximately 80% of attendees stated it was their first time here. We sponsored a breakfast show at this year's conference in Orlando. While there, Jeff heard from a couple of people that Branson is now the top destination for student travel.

Book Now Button – Jeff will make a presentation to the Tourism Community Enhancement District Board of Directors this week. The plan is to present a final recommendation to the board at the September meeting.

Branson Alderman Pat Parnell is resigning his seat effective September 1 relocate to Noel, Missouri where he will be the USDA Supervisory Public Health Veterinarian in the area of food safety.

Branson Young Professionals is not where we expected it to be and we are changing direction. We will go with the 'no cost to join' model, but you may have to pay for entry to events. The value is getting the young professionals participating, which will make it more appetizing to sponsors.

This meeting of the Branson/Lakes Area Chamber of Commerce and CVB Board of Directors adjourned at 9:25 a.m.

Present: Dathan Atchison, Randy Brashers, Mike Combs, Tim Connell, Clay Cooper, Bob Cox, Cliff Davis, Chris Hamon, Ron Jett, Jamie Keys, William Mahoney, Shawn Pingleton, Mike Pitman, Scott Skoglund, Angie Smith, Brad Swofford, Brad Thomas and Bill Tirone

Absent: Jeff Bourk, Pam Druffel, Patrick Parnell, and Jared Story

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