

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
August 26, 2015

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, August 26, 2015, with Chairman of the Board Randy Brashers presiding. The meeting was called to order at 8:30 a.m. Brad Thomas said the opening prayer.

Review of Minutes – Steve Critchfield made a motion to approve the minutes of the July 22, 2015 meeting as presented. Brad Swofford seconded the motion. All approved. Motion carried.

Financial Report – Ron Jett made a motion to approve the financial report as presented. Jamie Whiteis seconded the motion. All approved. Motion carried.

Membership Update – Membership Development and Retention Manager Janet Akers reviewed the updated included in the packet. Tim Connell made a motion to approve the membership drop report as presented. Mike Pitman seconded the motion. All approved. Motion carried.

Scope Out America – Marketing and Membership Programs Manager Shelly Vorhaben provided an overview of the two week, real time, cross country scavenger hunt that stopped in Branson. Raymond Cinemato, Producer, Director, Entertainer (ABC, Good Morning America, Disney) and Shawn Matthews, CEO of SWAGBOT (in Springfield, MO) completed challenges from their sponsors live on Periscope. Periscope is a social media app purchased by Twitter in March. It is quickly growing in popularity. The BLACC was a sponsor and partnered with some of our members on the challenges. President/CEO Jeff Seifried thanked members who participated. Shelly was acknowledged for her efforts.

Proposed Bylaws Revisions – A summary of the proposed revisions and a copy of the marked-up bylaws were included in the meeting packet. Jeff Seifried stated the proposed revisions began with an effort to reorganize the District Marketing Council/Marketing Advisory Council. The Marketing Advisory Council, as currently outlined in the bylaws, is not meeting the expectations of a public input process. Staff proposes the section of the bylaws that addresses the council be amended. The current District Marketing Council and Advertising Committee will be replaced by an 11 member District Marketing Council.

Language was added in the proposed revisions to allow flexibility to create committees. Annually, staff would make recommendations to the Chairman of the Board who would bring them to the full Board for consideration. Staff would like committees to be at the pleasure of the board, not dictated in the bylaws.

Steve Critchfield made a motion to put the guidelines described in the summary relating to the District Marketing Council in the bylaws and send to the Board for a vote via email. Brad Thomas seconded the motion. All Approved. Motion carried.

Brad Thomas stated he felt it would be best for the Chairman of the Board to appoint a member of the Branson Young Professionals (BYP) to this board or have an application process. It was recommended the BYP chair appoint that person each year.

Chris Myer discussed other concerns he has about the proposed revisions. Following discussion, Chris made a motion to approve the proposed bylaws revisions, excluding Article III, Section VI (Vote by fax or other electronic means) and Article V, Section 1 (Determination of officers). The motion died for lack of a second. More discussion ensued. Jeff Bourk moved to pass the proposed bylaw revisions with the exception of the chairman of the Branson Young Professionals appointing one of their members to serve on this board and the portion pertaining to the Marketing (District) Advisory Council addressed in an earlier approved motion. Danita Brown seconded the motion. All approved, with the exception of Chris Myer. Motion carried. Staff will make the changes as stated in both motions and send the proposed bylaws revisions to the board for electronic vote.

Note: Addition to minutes per request of the Board at their September 23, 2015 meeting. The electronic vote referenced above passed. Monica received 18 electronic votes in favor.

Taney County Partnership Update – Jonas Arjes provided the Taney County Partnership quarterly update. (Contact Monica for a copy of the presentation provided at the meeting.)

Chairman's Report – Chairman Randy Brashers reported a past chairman of the board breakfast was held yesterday. The main topic of discussion was the current hotel situation on Highway 76. We will meet with the City of Branson to discuss the communal optional living facilities to see what we may be able to accomplish.

Chairman Brashers also noted that President and CEO Jeff Seifried was the Master of Ceremonies for the Missourian Award held at the Chateau earlier this month.

Appointment of Nominating Committee – Chairman Randy Brashers proposed the following individuals for this year's Nominating Committee; William Mahoney (Chair), Ron Jett, Charlie Gerken, Meghan Connell, Chris Lucchi, Derek Smith and Rachel Wood. Brad Thomas made a motion to approve the committee as presented. Jeff Bourk seconded the motion. All approved. Motion carried.

Council Reports – The Community & Economic Development Advisory Council and Marketing Advisory Council reports were included in the meeting packet. Mike Pitman briefly reviewed items in the marketing report. Tim Connell made a motion to approve both council reports as presented. Danita Brown seconded the motion. All approved. Motion carried.

President/CEO Report – President/CEO Jeff Seifried thanked the City of Branson for allowing banners welcoming SYTA Conference attendees to be placed along the road by the Branson Convention Center.

Branson Young Professionals had a soft launch that exceeded our expectations with 80 attending the event.

CMO Leah Chandler presented the second quarter marketing report to the Branson Board of Alderman August 25.

Legislative Issues — The amateur sporting tax credit program is currently for ticketed events only. We would like that part removed as most sporting events hosted in Branson are not ticketed and we would like the opportunity to apply for the credits.

We would like to see the Meet in Missouri Act, which provides an incentive to drive outside conference attendees to Missouri, pass the legislature in the 2016 session.

Reminder, the BLACC/CVB board retreat is Friday, October 16.

Staff participated in the United Way Day of Caring instead of organizing our own caring day this year.

We hosted the mayor from Wisconsin Dells last week. Mayor Best and a few others joined us for a great discussion. Their city has labor issues, too. We may get a group together and visit them next year.

The Youth Baseball Network organizers have visited places around the world and said Branson is in the top two of their favorites.

New Business – Steve Critchfield reminded directors if you have questions regarding any agenda items marked action to let Jeff know ahead of time so it may be clarified prior to the meeting.

Jeff Bourk spoke briefly about the risk management fund. He said the Taney County Partnership's Air Service Development Committee has been a great help. The airport hopes to hear from the U. S. Department of Transportation soon regarding the application for the SCASD grant. Branson Airport continues to work toward major service next year with connectivity.

Old Business – Chairman Randy Brashers stated no contract has been received from either Winterland or Grand Prairie for a Christmas lighting drive-through display. The Executive Committee and the Finance Oversight Committee recommend we do not do a drive-through, but still promote the festival of lights in the community. There may be a third party interested in taking up the drive-through at the location we've had it the last several years. Following discussion, Tim Connell made a motion that we not do a Christmas light drive-through. Steve Critchfield seconded the motion. More discussion ensued. All approved with the exception of Chris Myer. Motion carried.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 10:48 a.m.

Present: Jeff Bourk, Randy Brashers, Danita Brown, Mike Combs, Tim Connell, Bob Cox, Steve Critchfield, Pam Druffel, Ron Jett, Stephen Marshall, Chris Myer, Patrick Parnell, Mike Pitman, Scott Skoglund, Brad Swofford, Brad Thomas, Bill Tirone and Jamie Whiteis

Absent: Chris Hamon, William Mahoney, Mike Scofield, Angie Smith and Craig Wescott

Staff present: Jonas Arjes, Lynn Berry, Leah Chandler, Monica Evinger, Cathy Hubert, Aaron McCullough, Jeff Seifried and Shelly Vorhaben