

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
December 16, 2015
8:30 a.m.

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, December 16, 2015, with Chairman of the Board Randy Brashers presiding. The meeting was called to order at 8:30 a.m. Craig Wescott said the opening prayer.

Review of Minutes – Tim Connell made a motion to approve the minutes of the November 24, 2015 meetings as presented. Bill Tirone seconded the motion. All approved. Motion approved.

Financial Report – Steve Critchfield made a motion to approve the financial report and the 2016 budget as presented. Bob Cox seconded the motion. All approved. Motion carried.

Membership Update – Janet Akers provided a brief review of the report in the packet.

Member Drop Report – Mike Combs made a motion to approve the drop report as presented in the meeting. Craig Wescott seconded the motion. All approved. Motion carried.

District Marketing Council Appointments – 2016 DMC Chairman Bob Cox presented the slate of council members for approval. Applications were received from individuals interested in serving on the council. A selection committee comprised of two members of the Tourism Community Enhancement District Board of Directors, Bob Cox, Chairman Randy Brashers, CMO Leah Chandler and President/CEO Jeff Seifried reviewed the applications and determined the slate, which was presented and approved by the BLACC/CVB Executive Committee. Following discussion, Bob Cox made the following motion, the slate of DMC appointments is accepted subject to the development of a staggered term process with 50% of the council initially serving a two-year term and the remaining serving a three-year term. Beginning with the appointment of five new council members for 2018, all terms will be two-years. Tim Connell seconded the motion. Further discussion ensued. Vote was taken and motion approved with Stephen Marshall and Chris Myer voting no. Staff will send an email vote to the board after it is determined who will serve the two and three-year terms. Appointments are: Pam Critchfield, Kirk Elmquist, Mary Kellogg, Linda Merklings, Janet Oller, Mike Pitman, Susan Smith, Laura Whisler, Julie Wilson, Rachel Wood. (Note that the electronic vote on the council members and their terms submitted to the board December 18, 2015 was approved by a vote of 17-1.)

ExploreBranson Website – President/CEO Jeff Seifried stated the redesigned website launched November 19. Part of the redesign was adding a “book it” button to enable our visitors to purchase tickets without having to leave our site. We heard during focus groups the customer experience needs to be improved and they would like to have the option to book tickets on our site instead of having to visit multiple sites. We entered into a relationship with Reserve Direct for this service. Our role is not to be a ticket driver, but to offer customers a consistent brand experience. Staff met with the Theater League Friday, December 11 and held a public meeting Saturday, December 12. Some changes have

already been made to the site based on feedback from the meetings. Changes will continue to be made in the coming weeks.

Jeff stated there are concerns in the community of tickets being sold on our site because it is seen as competing with area businesses. Others were displeased an RFP was not issued for the service. Following a great deal of discussion, Stephen Marshall moved for the site to go back to the way it was with the booking engine and to form a task force with proper representation to move forward to explore a booking engine to improve the customer experience. William Mahoney seconded the motion. All approved. Motion carried.

Membership & Funding Advisory Council Recommendation Follow-up – Membership applications were placed around the table for board member review. Shelly Vorhaben provided a presentation showing how our rates are currently determined for various types of businesses/industries. Recommendation: 1) Reaffirm current membership and update member assessments; 2) Discontinue secondary membership classification; 3) Review and evaluate performance in the fourth quarter of 2016. Steve Critchfield made a motion to approve the recommendation as presented. Jeff Bourk seconded the motion. Discussion ensued. The motion was approved with Chris Myer voting no.

Taney County Partnership 2016-2018 Plan – The plan was included in the meeting packet. Jonas Arjes provided a brief review of the strategic planning session held in September. Tim Connell made a motion to approve the Taney County Partnership to allow the BLACC/CVB to assist when appropriate. Jeff Bourk seconded the motion. All approved. Motion carried.

President/CEO Report – Jeff expressed his appreciation of board support. We will continue to look at best practices for the organization. We will go through the action plan at the January board meeting.

James Little left the BLACC/CVB staff to start his own business. Liz Mabe has been named the Interim Digital Marketing Manager.

Chairman's Report – Chairman Brashers reminded all of the Annual Luncheon to be held at the Chateau on the Lake Friday, January 29. He recognized and thanked the following outgoing board members for their service; Danita Brown, Steve Critchfield, Stephen Marshall, Chris Myer, Mike Scofield, Craig Wescott and Jamie Whiteis.

This meeting of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors adjourned at 11:00 a.m.

Present: Jeff Bourk, Randy Brashers, Mike Combs, Tim Connell, Bob Cox, Steve Critchfield, Pam Druffel, William Mahoney, Stephen Marshall, Chris Myer, Mike Pitman, Scott Skoglund, Angie Smith, Brad Swofford, Brad Thomas, Bill Tirone, Craig Wescott and Jamie Whiteis

2016 Incoming Board Members Present: Dathan Atchison, Clay Cooper, Shawn Pingleton and Jared Story

Absent: Danita Brown, Chris Hamon, Ron Jett, Patrick Parnell, Mike Scofield

BLACC/CVB Staff Present: Janet Akers, Jonas Arjes, Leah Chandler, Deborah Cohen, Monica Evinger, Cathy Hubert, Liz Mabe, Aaron McCullough, Jeff Seifried and Shelly Vorhaben