

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
December 21, 2016
8:30 a.m.

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, December 21, 2016. Chairman William Mahoney called the meeting to order at 8:30 a. m. Mike Pitman said the opening prayer.

Review of Minutes

Ron Jett made a motion to approve the minutes of the November 22, 2016 Board of Directors meeting and the minutes of the November 22, 2016 meeting of the 2017 Board of Directors. Chris Hamon seconded the motion. All approved. Motion carried.

Financial Report

Treasurer Ron Jett provided a brief review of the current financials. Shawn Pingleton made a motion to approve the financial report as presented. Chris Hamon seconded the motion. All approved. Motion carried.

2017 Budget

CFO Cathy Hubert provided an overview of the proposed 2017 budget. Chris Hamon made a motion to approve the 2017 budget as presented. Mike Pitman seconded the motion. All approved. Motion carried.

Public Affairs Committee Recommendation

Public Affairs Committee Chairman Chris Hamon presented the recommended 2017 legislative priorities. Mike Combs made a motion to approve the 2017 legislative priorities as presented. Shawn Pingleton seconded the motion. All approved. Motion carried.

Membership Update

President/CEO Jeff Seifried presented the update, which included reports for October and November. Tim Connell made a motion to approve the October member drop list as presented. Chris Hamon seconded the motion. All approved. Motion carried. Mike Combs made a motion to approve the November member drop list as presented. Mike Pitman seconded the motion. All approved. Motion carried.

Chairman's Report

Chairman Mahoney thanked all for serving on the board this year and those who attended the Meet the Board Business After Hours at Silver Dollar City earlier this month.

President/CEO Report

President/CEO Jeff Seifried reported an item on staff's radar is the state's FY2017 budget. Governor Nixon has withheld \$200M and it's anticipated an additional \$150M will be restricted in January.

Tourism will likely be affected somehow. We, along with partners across the state, continue to speak of the importance of tourism.

The contract with the City of Branson for the tourism tax dollars was renewed last week.

Jeff asked what our role is moving forward regarding the Theatre League's recent requests? He feels there are three key points; proceeding with Sheila Dutton to bring an economist in to look at the theater/show industry, form a group of local experts in various areas, such as back of house, peer-to-peer, etc. and work on marketing synchronization with theaters by presenting the marketing plan early, along with our media buys.

New Business

Chairman Mahoney wanted to have conversation related to the Theatre League's recent requests of Branson City Council and this board. There is a lot of misinformation being spread in the community and we need to address it. Board member Clay Cooper spoke on the issue and open discussion was held. He suggested picking five questions from the 25 submitted to the Board to be answered in the upcoming meeting with show producers and owners. This meeting of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors adjourned at 9:45 a.m.

Present: Dathan Atchison, Rick Castillon, Mike Combs, Tim Connell, Clay Cooper, Cliff Davis, Pam Druffel, Chris Hamon, Ron Jett, Jamie Keys, William Mahoney, Shawn Pingleton, Mike Pitman and Scott Skoglund

Absent: Jeff Bourk, Bob Cox, Angie Smith, Jared Story, Brad Swofford, Brad Thomas and Bill Tirone

2017 Board Members Present: Craig Wescott and Tim Scott

BLACC/CVB Staff: Deborah Cohen, Monica Evinger, Cathy Hubert and Jeff Seifried