

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
January 27, 2016
8:30 a.m.

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, January 27, 2016, with Chairman of the Board William Mahoney presiding. The meeting was called to order at 8:30. Bob Cox said the opening prayer.

Review of Minutes – Randy Brashers made a motion to approve the minutes of the December 16, 2016 meeting as presented. Ron Jett seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Ron Jett briefly reviewed the financials included in the meeting packet. Jeff Bourk moved to accept the financial report as presented. Cliff Davis seconded the motion. All approved. Motion carried.

Membership Update – Membership Development & Retention Manager Janet Akers reviewed the report included in the packet. Ron Jett made a motion to approve the membership drop list as presented. Shawn Pingleton seconded the motion. All approved. Motion carried.

Opportunity Fund Presentation – Director of Meeting & Convention Sales Deborah Cohen provided an overview of the opportunity fund, which is set up through the Tourism Community Enhancement District to incent groups to select Branson. She asked board members to let her know of any groups that would be a good fit for us.

Chairman's Report – Chairman Mahoney thanked board members for taking time to meet with him one-on-one this month. He would like open communication in the board meetings. If there is something confidential, please contact him or Jeff.

Chairman Mahoney talked about working with staff to have meaningful visits with 100% of our membership this year. Janet will develop talking points for all. More to come on this topic.

Conflict of Interest/Code of Ethics – President/CEO Jeff Seifried stated we are required to disclose if the organization does business in excess of \$5,000 with any directors. Please review both documents and return to Monica by the February 24 meeting.

President/CEO Report – 2016 Strategic Areas of Focus – Jeff distributed and reviewed a draft of the 2016 strategic areas of focus that came from our retreat in October 2015.

2016 Strategic Areas of Focus

“DRAFT”

Growing Our Economy

- Assist with the implementation of the Taney County Partnership economic development action plan.
- Identify community talent attraction needs and lead the discussion on possible solutions.
- Grow the Branson Young Professionals group to 75 members.
- Investigate a community leadership visit model, develop a plan and present to the board.
- Build on current community discussions related to sports facility development.

Telling Our Story

- Use communication vehicles to communicate with members/non-members the chambers purpose, important achievements and current information concerning economic development.
- Engage committees and members by educating them on the vision of the chamber.
- Strengthen the in the know video series by providing timely information that is important to the business community.
- Promote the Branson Lakes Area by successfully managing the contract for services with the TCED and City of Branson, executing the approved marketing plan.
- Finalize plans to invest in a new facility serving as the front door of the business community, a place members, community stakeholders and national business associates will be proud of.

Voice of Business

- Develop relationships with members of Branson City Council, Taney County Commission and the Branson/Lakes Area Tourism Community Enhancement District.
- Work with the Theater League, Lodging Association and Downtown Association to identify areas of focus our organizations can work together on.
- Develop and share a calendar of events with members and community stakeholders of opportunities to communicate with legislators in Jefferson City.
- Execute a plan to communicate in person with the Washington, D.C. delegation.
- Increase by 100 net new chamber members to strengthen our voice.
- Visit and connect with 100 % of membership

2016 Committee Recommendations

Current committees:

- Adoration Parade
- Ambassadors
- Community & Economic Development Advisory
- Finance Oversight
- Legislative Affairs
- Membership & Funding Advisory
- Small Business Development Advisory
- District Marketing Council

New 2016 committee recommendations:

- Lakes Area Leadership Academy (to formalize the committee)
- Branson Young Professionals (to formalize the committee)
- Public Affairs (This is in addition to the joint legislative affairs committee, which is more of an information sharing meeting with elected officials attending. Public affairs would be based on member input and would not necessarily meet regularly, but as issues arise, as requested by this board, etc.)

Bob Cox made a motion to approve the committee recommendations and the 2016 strategic areas of focus as presented. Ron Jett seconded the motion. All approved. Motion carried.

Jeff reported a record was set in 2015 for new chamber members at 150. The 2016 goal is to grow our membership by a net of 100 new members. This will be a joint effort with staff and board as Chairman Mahoney spoke to earlier. A formal plan will be prepared for the February meeting.

The Executive Committee met this morning and discussed financing for a new building. Staff met with USDA representatives earlier this week. Jeff explained the terms the USDA can offer us. He's meeting with the architect later in the week. Possible sites are being narrowed down. An official recommendation will be presented to the board for discussion and approval.

The hotel feasibility study is complete. We hope to present it to the board in February.

Ticket sales on ExploreBranson.com – The board determined we should form a committee to further explore the pros and cons of it. Staff would like to brainstorm the structure and present it to the board, including start and end date of a task force.

Monica has been promoted to Director of Government Affairs and Special Assistant to the President.

Jeff announced he has moved from Springfield to Shell Knob, but wants to get closer to town.

New Business – Cox Medical Center purchased a building off of Bird Road for a daycare facility. This will help with their recruitment and retention.

Branson Air Express will announce this week that service to Austin and New Orleans will continue with flights starting May 26.

Project Bigfoot was approved by the Branson Board of Aldermen January 26 in the second reading. They have an aggressive timeline, with opening slated for Memorial Day weekend.

This meeting of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors adjourned at 9:15 a.m.

Present: Dathan Atchison, Jeff Bourk, Randy Brashers, Mike Combs, Clay Cooper, Bob Cox, Cliff Davis, Ron Jett, Jamie Keys, William Mahoney, Patrick Parnell, Shawn Pingleton, Scott Skoglund, Angie Smith, Brad Swofford and Bill Tirone

Absent: Tim Connell, Pam Druffel, Chris Hamon, Mike Pitman, Jared Story and Brad Thomas

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