

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
November 22, 2016

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Tuesday, November 22, 2016. Chairman William Mahoney called the meeting to order at 8:30 a.m. Guest, Lena Hughes said the opening prayer.

Chairman Mahoney acknowledged the guests in the room and allowed them 20 minutes to address the Board. Tate Womack and Michael London both spoke about the organization's marketing and their disagreement with it. Handouts were also provided.

Review of Minutes

Ron Jett made a motion to approve the October 26, 2016 meeting minutes as presented. Bob Cox seconded the motion. All approved. Motion carried

Financial Report

Tim Connell made a motion to approve the financial report as presented. Mike Combs seconded the motion. All approved. Motion carried.

CVB 3rd Quarter Report

Chief Marketing Officer Leah Chandler presented the 3rd quarter report.

Marketing Plan Presentation

Leah provided the marketing plan presentation. Liz Mabe reviewed the digital piece of the plan. Jared Story made a motion to approve the plan as presented. Ron Jett seconded the motion. All approved. Motion carried.

President/CEO Report

President/CEO Jeff Seifried reported the marketing contract with the City of Branson is up for its annual renewal.

The BLACC/CVB has implemented the Department of Labor's overtime changes.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 10:30 a.m.

Present: Dathan Atchison, Rick Castillon, Mike Combs, Tim Connell, Bob Cox, Pam Druffel, Ron Jett, William Mahoney, Shawn Pingleton, Mike Pitman, Angie Smith, Jared Story

Absent: Jeff Bourk, Clay Cooper, Cliff Davis, Chris Hamon, Jamie Keys, Scott Skoglund, Brad Swofford, Brad Thomas and Bill Tirone

2017 Board Members Present: Craig Wescott and Rachel Wood

Guests: Tracey Barton, Mayor Karen Best, Pam Critchfield, Gary Groman, Lena Hughes, Michael London, Glenda Kerr, Cindy Merry, Susan Smith and Tate Womack