

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
November 24, 2015
8:30 a.m.

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Tuesday, November 24, 2015, with Chairman of the Board Randy Brashers presiding. The meeting was called to order at 8:30 a.m. Mike Pitman said the opening prayer.

Review of Minutes- Steve Critchfield made a motion to approve the minutes of the October 16 and October 28, 2015 meetings as presented. Craig Wescott seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Tim Connell reported the Finance Oversight Committee will meet early next month, December 8 at 8:00 a.m. The opportunity for board members to review the 2016 budget with staff is December 10 at 8:00 a.m. Ron Jett made a motion to approve the financial report as presented. Mike Pitman seconded the motion. All approved. Motion carried.

Membership Update – Membership Sales and Retention Manager Janet Akers reviewed the report included in the packet.

Drop report – Steve Critchfield moved to approve the drop list as presented. Danita Brown seconded the motion. All approved. Motion carried.

Membership & Funding Advisory Council Recommendation – President/CEO Jeff Seifried presented the ACCE's 2014 membership stats operational survey report. He reviewed how our organization compares to other chambers. Statistics included new members, retention, saturation, etc.

Shelly Vorhaben, Marketing and Membership Programs Manager presented research she conducted of other chambers who are predominantly tourism driven. The comparable cities were: Wisconsin Dells, Erie County OH, Knoxville, Myrtle Beach, Nashville and Gatlinburg/Pigeon Forge. This is being done in an effort to streamline our dues and be in line with best practices. Shelly found that while our dues are comparable, secondary membership classifications are not offered. One organization requires a multiple obligation membership if more than one business is owned by the same person.

The Membership & Funding Advisory Council recommends the following to the BLACC/CVB Board of Directors.

1. Reaffirm our current membership and update member assessments
2. Discontinue secondary membership classification
3. Review and evaluate performance in 4th quarter of 2016

Shelly also talked about benefits of membership and how we promote member businesses.

Following discussion it was determined staff will report back to the board in December with more information, including membership applications for board review.

Branson/Lakes Area Legislative Partnership 2016 Legislative Priorities – Jeff Seifried presented the following priorities agreed upon by the Partnership, which consists of BLACC/CVB, Table Rock Lake Chamber of Commerce, City of Branson, Ozarks Water Watch, Stone County and Taney County.

- *We strongly believe that Tourism is a net revenue generator for the State of Missouri. We support full funding of the Missouri Division of Tourism and their marketing budget in accordance to RSMo 620.467 (Division of Tourism Supplemental Revenue Fund), and that funds allocated to tourism not be withheld.*
- *We support legislative efforts towards a timely solution for transportation funding in Missouri as it impacts tourism and overall economic development.*
- *We support state and local water quality protection of our precious Ozarks streams and lakes which are vital to our high quality of place.*
- *We support an increase in funding of existing workforce development programs and initiatives.*
- *We support a statewide tax incentive policy to attract new conferences, sporting events and film production.*

Ron Jett made a motion to approve the Branson/Lakes Area Legislative Partnership 2016 Legislative Priorities as presented. Bob Cox seconded the motion. All approved. Motion carried. Jeff noted we may have a few priorities to adopt individually. If so, those will be presented in December or January.

Chairman's Report – Chairman Randy Brashers welcomed the 2016 incoming board members who were in attendance; Dathan Atchison, Jamie Keys, Shawn Pingleton and Jared Story.

President/CEO Report – Jeff reported although our obligation is still there, we are closing the north office. Staff needs to be under one roof and the accounting office is moving into this building. The move will happen in mid-December.

Changes to the District Marketing Council – This board and membership approved the changes to the bylaws in September. Those changes included narrowing the council down to 11 members. An email was distributed this week asking for applications to be considered for the council.

Hotel feasibility study – Jeff discussed the feasibility study on adding a hotel to downtown encouraged by the City of Branson. He will address the Branson/Lakes Area Lodging Association board about the study and why it's being conducted. Discussion ensued.

This meeting of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors adjourned at 9:50 a.m.

Present: 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, Angie Smith, Brad Thomas, Bill Tirone and Craig Wescott

Absent: Jeff Bourk, Chris Hamon, William Mahoney, Mike Scofield, Brad Swofford and Jamie Whiteis

Incoming 2016 Board Members Present: Dathan Atchison, Jamie Keys, Shawn Pingleton and Jared Story

BLACC/CVB Staff Present: Janet Akers, Jonas Arjes, Monica Evinger, Cathy Hubert, Aaron McCullough, Jeff Seifried and Shelly Vorhaben