

**Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
October 26, 2016**

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, October 26, 2016. Chairman William Mahoney called the meeting to order at 8:30 a.m. Jared Story provided the opening prayer.

Review of Minutes

Tim Connell made a motion to approve the minutes of the September 28, 2016 meeting as presented. Chris Hamon seconded the motion. All approved. Motion carried.

Financial Report

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

Membership Update

Janet Akers reviewed the report in the meeting packet. She is doing her best to reach out to each of the new members from the drive this summer.

Jeff Bourk made a motion to approve the membership drop report as presented. Brad Thomas seconded the motion. All approved. Motion carried.

Public Relations Update

Director of Communications Lynn Berry provided an update of PR activities through September. Vocus/Cision/Meltwater ad equivalency values through September 2016 is \$13,886,414. We continue to trend up; 6.7% over previous year. Lynn also spoke about the 40th Annual Mid-America Emmy Awards held at the Branson Convention Center in September. Attendance set a record; almost 700. The producer would like for the show to return to Branson next year.

Chairman's Report

Chairman Mahoney thanked those present for being involved in the strategic planning session.

President/CEO Report

Jeff Seifried spoke about the assistance our organization and community partners provided Victorian Heart when it burned recently. The BLACC/CVB provided a meeting space for the owners and employees to gather the morning after the fire and they had an office space leased shortly after 10:00 a.m. the same morning. Although, Victorian Heart is not a member of the Chamber, the organization reached out to help a community business and their 60 employees because we are truly an advocate for business. Discussion followed about the Chamber telling their story to the community more often.

Ignite Branson, a relaunch of our young professionals group, had just over 70 people join us at the Buffalo Ridge Clubhouse last week. The social media push had over 1,000 hits on the video.

Branson is hosting the freshman legislators' tour December 5. Staff is finalizing a program for the evening.

Theater League/Christmas Shows – Jeff has had several meetings with the League and theatre representatives. The League requested \$150,000 from Branson City Council to promote this Christmas. Jeff reported theater sales tax is one indicator of what's happening in that industry. Sales tax has been flat since 2002. Our role is to bring facts to the table and educate with good business models and best practices. Theater sales tax was down for Christmas last year and we invested more dollars than we had previously.

Randy Brashers recommends we work with the theater league, specifically with a task force made up of a few from this board, the TCED board and industry professionals in the community so we can have open discussion to understand what they would like, specifically.

There was further discussion about one or two theaters having an extraordinary year and that could significantly change the data we see. It was pointed out that accommodations are having record numbers while shows are down.

Congratulations to newly elected and reelected board members: Chris Hamon, Mary Kellogg, Scott Skoglund, Angie Smith, Craig Wescott and Rachel Wood. A new board member orientation will be scheduled for December.

USDA paperwork for the new building has been submitted. We should know if it's an approved project in 20 days and in 45 days if we have the funds at 2.37%, 30-year fixed loan. We do not have to pay prevailing wage, which will reduce project costs significantly.

We expect City of Branson rollover dollars from 2015 to be available before the end of this year. This is important for 2017 as we will see rollover from 2016. Hopefully, it will help with shoulder seasons. The rollover amount will be announced by end of year, but we do not control when the city releases those dollars into the marketing fund.

Old Business

Reminder of the Meet the Board Business After Hours at Silver Dollar City Thursday, December 15.

This meeting of the Branson/Lakes Area Chamber of Commerce and CVB Board of Directors adjourned at 1045 a.m.

Present: Dathan Atchison, Jeff Bourk, Randy Brashers, Rick Castillon, Tim Connell, Bob Cox, Cliff Davis, Chris Hamon, William Mahoney, Scott Skoglund, Angie Smith, Jared Story, Brad Swofford, Brad Thomas and Bill Tirone

Absent: Mike Combs, Clay Cooper, Pam Druffel, Ron Jett, Jamie Keys, Shawn Pingleton and Mike Pitman

Staff Present: Janet Akers, Lynn Berry, Heather Hardinger, Jeff Seifried, Emily Sutliff and Shelly Vorhaben