

**MINUTES OF THE WORK SESSION MEETING  
BRANSON BOARD OF ALDERMEN  
ADMINISTRATION CONFERENCE ROOM  
MONDAY, NOVEMBER 4, 2002  
3:00 P.M.**

The Board of Aldermen of the City of Branson, Missouri met in a work session meeting in the Administration Conference Room of the Branson City Hall on November 4, 2002 at 3:00 p.m.. with the following members present:

Mayor Pro Tem Huff presiding, Dick Gass, Stan Barker, Larry Taylor, Ron Huff, Eric Farris, and Bob Warlick. Absent: Mayor Schaefer and Eric Farris.

Also in attendance were: Administrator Dody, City Clerk Williams, Assistant Administrator Faught, Jerry Adams, Mike Rankin, Steve Presley, Ann Stafford, Mark Weisz, Ray Wilson, David Ruda, Jerry Henry, Katie Baker, Gayla Rotten, Ross Summers, and Rick Graff. Mr. Bilkl Krueger of CS&L was present by conference call.

Mayor Pro Tem Huff called the work session to order stating this would be an informal round-table discussion regarding community input upon the Feasibility Study being done by CS&L. We are here to allow the community to have input regarding the study. He stated anybody that wants to speak can speak as long as they want as there is no time limit. He then began with Steve Presley.

Steve Presley stated, "As a follow up on the idea Chris Myer brought to the group on bringing the meeting planners here for a focus group, I would like to hear your response in regards to the results, the process, and if you think it is an appropriate idea."

Answer: Mr. Krueger replied, "We have not done this frequently. Usually what happens is at the outset of the project we come into a town and meet with some of the community members either on a one-on-one forum or as a focus group, and bounce off ideas and get their insight in terms of the destination and ability of the community to accommodate a Convention Center. This particular project we be done a number of different ways. We can do it up-front, or we can do it with a trip in the middle of the process. One possibility is to conduct a survey via telephone. We can interview them and get our data over the telephone or an internet survey. One of the things we can do is end the survey by asking them 'Would they have any interest in Branson?' We might be able to procure a small set of individuals that want to come to Branson and become a part of this."

Mr. Presley said, "I do think it is important that we bring people in from the outside. Our experience with group tours is that it is very beneficial to get people into the market and let them understand what Branson is and to have conversations with them."

**Mr. Krueger stated, “One of the big challenges would be trying to provide some incentive for people to come to Branson to participate in this, and asked how we could incentivize these groups to come to Branson?”**

**Mr. Presley replied, “Normally if you pay their way to get here and provide them three or four days vacation at this destination, and provide their airfare and transportation to get here.”**

**Mr. Presley stated, “I think it would be critical for them to really qualify because sometimes you get people who will answer Yes but they are not really the ones that decide. In the research side, what incentive do you use to get the planners to give you the correct answers if they don’t have an interest?”**

**Answer: Mr. Krueger replied, “From our experience from talking to these planners we really come out and tell them we are doing a feasibility study and are assisting the city in finding out what the need is, and then ask them what the likelihood is of them bringing an event to Branson as a destination. If they are interested then we get more about what is needed in terms of a building and other characteristics. We still get down to the issue of quantifying and qualifying what the level of interest is, and the degree of interest that they have.”**

**Mr. Presley asked, “Do you do a follow up 4 or 5 years down the road to those planners to see if they had groups here and what the response was in relation to your survey?”**

**Answer: Mr. Krueger replied, “We have done a little of that. One particular project is the Kentucky Convention Center that we have had really close contact with over the past 5 to 7 years and we have been from the outset. We’ve got a situation where the industry has changed from what we knew back when we did the study 7 or 8 years ago. The corporate industry has grown and the rest of the industry has stayed largely in the growth range we anticipated, so they have really met our estimates and actually exceeded them in certain segments. We have done other projects all across the country including Kentucky, Kansas City, and New Orleans, and so far we are able to gauge what the meeting planners’ interest are, and what their event market changes are in terms of demand and things like that.”**

**Mr. Presley asked, “When you do your research with the convention planners, do you break out the percentages as far as national, regional and local so that we can understand who you are talking to, and the impact those groups will have?”**

**Answer: Mr. Krueger replied, “We will look at national markets, regional markets, state markets, and will segment each one of those. We will let you know who we talked to, and what they said. If we are able, we will quantify the populations of different events such as national associations that rotate, regional associations and state associations. Corporate events are more difficult to quantify, whether we are talking about big trade events or smaller meetings.”**

**Mr. Presley asked, “Do we get the economic impact information back? Do you come up with a medium in that process and is it rated for each different type?”**

**Answer: Mr. Krueger replied, “We look at each event type such as a national association type of event. The attendees and delegates that are attending are typically being funded by their individual corporations so they are on expense accounts and tend to have higher spending habits. We certainly look at them differently than a religious reunion or a military reunion where they usually pay their own way and have different spending habits.”**

**“In the Branson situation we have a difficult situation as you have a low resident population and very high tourism. So the question would be if you get an event such as a boat show and you get 10,000 attendees it is likely that the majority of those people that attend resides outside of your local area. But the real question is, did they come to the community for sole purpose or the primary purpose of attending that event. It is important to understand where the money is being spent in your community.”**

**Mr. Presley asked, “You said you would look at regional markets such as Springfield, will you also go into St. Louis, Kansas City, and Tulsa? Will you also analysis those areas as competition in that process?”**

**Answer: Mr. Krueger replied, “Yes, most of the events of a size that we might get in Branson, may not want to be a small fish in a big Convention Center such as St. Louis and Kansas City. The small events try to go to markets where they can fit in buildings that are more appropriately sized for them. We are going to look at secondary facilities in many of the major markets. One of the main things to consider is those markets that are in driving proximity. Branson will be able to draw attendees to a certain number of your events.”**

**Mr. Presley asked, “The focus groups that we started with, would you hire that from the outside?”**

**Answer: Mr. Krueger replied, “We would definitely like to have the lead role in that. It would be necessary for us to be the moderator of those groups. I think we definitely need to get their bodies in Branson to sit down at some location where we can have an environment to show them things and take them on a tour of the City. I think we need to get 12 to 15 people in one room and even have a series of focus groups with different individuals depending what the turn out might be, and walk them through the process.”**

**Mrs. Stafford asked, “Were you saying that most of your information that you garner from the trade show executives is going to be through focus groups or telephone calls?”**

**Answer: Mr. Krueger replied, “We are going to get different information. Our telephone surveys are our primary instrument in terms of our market research. Interviews with meeting planners, executives at trade organizations and trade groups are the people that actually plan the events, so those are the individuals that we will talk to.”**

**Mr. Presley stated, “It might be a good idea to fax a fairly detailed survey of questions and mail it to the primary association groups NAM, PCMA which are the medical convention planners. There are a lot of wonderful groups that we can mail it to.”**

**Answer: Mr. Krueger replied, “We find the response rate for a detailed written survey that gets all the information that we need is pretty low typically. The reason we do telephone surveys is because it is probably the least bias of any kind of survey, and we are able to redirect questions and follow up with different questions to get more open-ended responses, and we get more quantitative and qualitative data by telephone.”**

**Mrs. Stafford stated, “I have five points that I think are really important and as I am going to have to leave I will give them to the group here and will fax them to you, because it is really one of the things that our group thinks is really important. My point is we have a lot of capabilities in this town and we need to make sure we take a total look at the town and don’t isolate it to one project versus another, making sure we are heading all in the same direction.”**

**Mr. Presley asked, “How site specific is this study? Will your questions be related to Branson as a destination not necessarily to a specific site?”**

**Answer: Mr. Krueger replied, “One question we will ask is, ‘What is the interest in Branson as a Community?’ It is always difficult to communicate exactly what the dynamics of the situation is going to be in the terms of lakefront development and other exciting aspects of this overall entertainment district. We are going to consider all of that stuff.”**

**Mr. Presley replied, “My concern is that I don’t want us to put ourselves in a box. We have a great opportunity for a lakefront development that I think the community very much supports, but if it turns out that is not the best location for the Convention Center, I hope we will be able to find out and pursue another location if that is what it involves. Will your study address that issue?”**

**Answer: Mr. Krueger replied, “Actually, that is not a part of our scope of services. a site analysis look at alternate sites. It is not what we have been asked to do. We will be able to tell you how well the lakefront site works, and what that means if a center was located there in terms of economic impact.”**

**Mr. Presley stated, “The success of the Convention Center should be the number one questions for this community. There is a good chance it will come back ok to put it there, but to move ahead and build it on the lakefront without knowing if that is the place it could be most successful at to me seems to be getting the cart before the horse.”**

**Mr. Dody asked, “Steve do you feel comfortable in making any kind of comment about how the Branson Landing site might compare to the other available sites that have been looked at out there?”**

**Mr. Presley replied, “No, our group has not discussed that.”**

**Ray Wilson commented, “When we built the Branson High School we had a committee of local folks that knew the area extremely well that looked at five different sites. With the lakefront, I have never heard anybody say how much fill it is going to take, and how much it is going to cost. If you factor in the land cost we might create a project that we would never pay off. It would never pay for itself.”**

**Mr. Krueger replied, “One of the first things you need to do is know how big a site you need, but what size of building you want and how much of space you will need to accommodate an expansion. Then make sure that you have a site that is big enough. A lot of the market research that we are doing is to determine what the market demand is for a convention product in Branson. Ann from that data we will be able to quantify the size of all the events in your market in terms of their requirements for meeting space, ballroom space or general assembly space. We get all of those requirements and then we are able to quantify what different sizes you need for each of those main facility components.”**

**Mr. Dody inquired, “If you get somebody here who can look at the pictures, but they go down on the waterfront, and they see the demolition down there, and they don’t have the vision to see what could be done there, are we creating a situation where the timing is wrong to bring somebody here? It is going to be the worse possible time for the waterfront.”**

**Answer: Mr. Krueger replied, “It is probably not the best time to do something like that, but we want to get an objective kind of look at it. The real goal is to inform them, especially if they have never been to Branson before. For them it is going to really be insightful to see how that situation kind of unfolds.”**

**Mr. Presley asked, “If the people were given two different dates, is that something that could happen before December 15, 2002? Is that realistic at all?”**

**Answer: Mr. Krueger replied, “Three weeks would be a very minimum. We would have to get up and run. We need a few days to get our database and our information ready to go, start getting the word out and start contacting people. If we are talking about the middle of December that might be due able. We need to talk to you about how we are logistically going to handle payment of expenses and hotel space. Once you start making contacts, three weeks is really the minimum. If we can kill two birds with one stone and implement that as part of our survey process where we actually do that with thousands of dialings, that may have the biggest return for us.”**

**Mr. Presley indicated, “That is what I was saying about suggesting two dates. It wouldn’t be more expensive except on this end. Your expenses would be the same to bring people in. If you give people only one date it is tough. but if you give them two different dates it is easier to pull a meeting and bring them into Branson.”**

Mrs. Roten asked, “Can you tell me how much of a percentage or give us an amount of how this will help you?”

Answer: Mr. Krueger replied, “As it was certainly alluded to a moment ago, it will pay dividends down the road. It is going to help the community; help develop word of mouth. I think this project could benefit from a focus group. The dynamics of what is being proposed relative to what the perception is of the Branson product and the difference that this might make in reshaping your community’s image, I think that warrants something like this. But can we make all of this happen?”

Mrs. Roten stated, “I don’t think it would be in good taste to bring them in January.”

Answer: Mr. Krueger replied, “One alternative is that we probably could get a fair portion of what a focus group would allow us to do by simply sending to these people who are willing to participate a detailed packet of information via overnight mail. schedule a conference call with them, and do that with the people that have been to Branson before to see how it changes their perception. That would accomplish a good portion of what we are trying to do by focus groups. It would certainly be cost effective for the community and it would take less time.”

Mr. Presley replied, “Having 30+ years of experience of selling Branson, you can show them videos, pictures, everything about Branson and they do not experience Branson until they come here. That is why we still fight that perception. It doesn’t work until you get their bodies in Branson. and they get into the feeling of what is going on here. I agree with Gayla, if we can’t pull it together before December 15<sup>th</sup> then I think we need to take a look and see what our next options are. If it moves up into the spring then still get the process ready, get those people in here at whatever time we can is important.”

Mr. Dody asked, “You can almost identify the planners that will most likely bring the type of conventions here that we probably will be catering to. Is there any merit in trying as Steve said to identify 15 or 20 or 25 that you already know and bring them in for a test case? Get them in here as quickly as possible, and then do a study on how many of those are actually turned by visiting here.”

Answer: Mr. Krueger replied, “We can certainly do that. That is kind of a tall order even if you are on an all expense paid trip. I think we are going to have to contact a fairly good number of people to get them to commit that on a short order. It is an inefficient use of our time to go in and contact those people to get them for a focus group and not take them through a survey interview. That means we have to develop the survey instruments. That does take a couple of days to get that rolling, making sure the city reviews it and making sure we are on the same page. We have a little more prep work to do before that, and so it may be stretching our time frame but we can certainly try to expedite.”

**Mr. Dody asked, “The information that you have already gathered, could ok be used to identify 10 to get them in here? Ones that we know from your past survey that were biased against Branson, make contact with them right away and see if we can?”**

**Answer: Mr. Krueger replied, “Yes, I think that gives us a start. The reality is that if you contact people that have absolutely no interest in Branson, even an all expense paid trip might not get them here. Those people that have a perception of Branson might not want to do it. I think we can get some of those people, but frankly it’s not like you are going to be contacting 30 to get 10. I think it is more like contacting a 100 and you might get 10 to commit.”**

**Mr. Presley asked, “What if you give them four dates and prioritize those? You might come up with one date that would work.”**

**Mark Weisz asked, “Have you ever used or experimented with using a computer CD Rom Virtual tour of the project and send that out with the package and receive responses back?”**

**Answer: Mr. Krueger replied, “We haven’t used that as part of a survey process. Regardless of how flashy computer graphics are, it is never the same as actually being there and talking with a body about what the thing is and actually seeing the site and trying to be able to envision in your mind what the center will look like as you are looking up the hill.”**

**Stan Barker stated, “At some point I think we need to get the bodies here as a pre-marketer or to whatever would be to our advantage to get them in Branson if we are going to sell them to come to Branson. I totally agree with what Steve and Gayla have been saying. We have to get the people here. One of the things we are looking at is a great opportunity to expose ourselves to a new market and bring people here that might not come here otherwise. If we can get people here the majority of them will come back. They will go home and tell their neighbors, friends, relatives, what a great time they had here in Branson. It is the whole package.”**

**Mrs. Roten asked, “How much is this going to help you? I see that we can bring these people to Branson after the project is up and going. How much are 10 people going to help you on a focus group with your study?”**

**Answer: Mr. Krueger replied, “Focus groups are done all the time. However 99% are done when you are designing the building. That’s when they are usually brought on board. I think the level of confidence in terms of what they are telling us would be higher if their bodies were in Branson personally. So that would help us. Can we pull it together in the appropriate time is the question.”**

**Mr. Presley stated, “I don’t know why we would not pursue that. If it comes back that we can’t pull it together then I think we have to look at the overall situation.”**

**Answer: Mr. Krueger replied, “Yes, it is just the matter of pulling our resources off to pull them together. Assuming that we can pull it all together, if you can get the focus up and running.”**

**Mr. Presley asked, “What if you were to furnish those names and you guys still control the focus group in that process, but if there is people here making the calls to get them to come here. I just wanted to know if that would help in the timing?”**

**Answer: Mr. Krueger replied, “Yes, anything that can help us try to coordinate and actually establish those meetings. Quite frankly that would be a big help to us in terms of freeing up our resources. With somebody else to help out to get those coordinated, I’m sure that would be more efficient for us. We could provide you with a sample of people. People that we’ve contacted before. We will let you know if these people were the ones that were moderately interest, the ones that weren’t interested, and then those people that we tried to contact but didn’t ultimately get an interview. We could provide you with that information.”**

**Mr. Dody stated, “We all understand that in the community there are some that believe it ought to be in one place and others believe it should be in another place. If we bring a focus group here and it gets back to a perception issue and they don’t have the vision, and they start suggesting what will bring conventions to Branson is ‘I think it ought to be at “X” location instead of “Y” location.’ If we don’t get the State TIF we are not going to build the Convention Center in the foreseeable future. Right now the Convention Center is only going to happen on the waterfront in order to get the State TIF. We need to bring these people to Branson and say, ‘Here is Branson, would you bring a convention here?’ We don’t need to get into the idea of taking them to the waterfront or any other place.”**

**Mr. Presley indicated he agreed. “The location, yes it is important but it is really secondary to ‘Is the experience in Branson something that they can go out and sell to their people.’ We have got to get the people to bring conventions to Branson.”**

**Mr. Dody stated, “That’s exactly the heart of it. If we can figure out a way to bring those people here, especially those that have indicated they are not so agreeable to bring groups here to Branson. If we could just bring them here and show them “Branson” and some concepts of the Convention Center that we are proposing it would be better.”**

**Mark Weisz stated, “If we don’t show them the vision of Branson Landing we have really missed the opportunity and the boat, as well as our music shows and our lights and other things that make us special. I think that would be an important thing that we just can’t miss.”**

**Answer: Mr. Krueger replied, “I tend to agree with you. It seems to me that this dynamic of a project would provide a lot of useful commits.”**

**Mr. Presley asked Jerry Henry what his take was on the value of focus groups.**

**Answer: Mr. Henry replied, “I think focus groups are extremely important for designing the building and understanding the marketing and how it can be sold to other people who would like it and would have a value to help on a quantitative study. I think we are doing two different things. Focus groups will the folks in this room understand how to market it, what kind of building, and a variety of things about Branson. I think it will help them a little bit when they talk to people that haven’t come. They are going to have quantitative numbers that they are about to assign to it and based on these focus groups they may edge that up 5 or 10%, or they may drop it 5 or 10%. I don’t think it is probably going to have an enormous impact on the quantitative study. I see it as two separate projects for the most part.”**

**Answer: Mr. Krueger commented, “I think he hit it right on the head. That is exactly what it would do for us. Part of what we will be using during the study is what I learned about Branson and the project.”**

**Mr. Dody asked, “Did I hear you right in that a focus group later on in the project when we are designing the building and those things would be important but not as a preliminary basis on what we have been talking about today to bring people here we won’t get much of a bang for our buck.”**

**Answer: Mr. Krueger replied, “The study is going to take twelve weeks. What I recommend is that they do the quantitative study and in March or April do the focus groups. My opinion is probably the focus groups in the spring would be better. I think the odds of finding people to come to a focus group is really going to be a tall order.”**

**Mr. Dody stated, “This cuts to the heart of the whole matter that some of us have said all along. It gets to the issue of ‘Does Branson need a Convention Center?’ and second of all is your study is going to determine that?’ Do you feel confident that without the focus group, you are going to be able to provide a very correct study that says ‘Yes do it; do it this size or No don’t do it’.”**

**Answer: Mr. Krueger replied, “The focus group just hones the numbers in a little bit. That helps out the process. If the best time to do a focus group, purely talking about the time of year, is somewhere closer to spring we could certainly do the study. We can make all the projects we need to make based on our market demand, our surveys, on telephone calls, and possibly sending out collateral material to some of the individuals and then have more one on one interviews with them. Then at the end of the study, we would have findings, and then do the focus group later on which would tie in well to any architecture services that will be needed. Because once we are done with our study, we get the building size and what program defined in terms of what is market affordable and supportable if any. Then they will bring in these meeting planners for a focus group. Maybe that would work out better in terms of timing, logistics and everything else.”**

**Mr. Dody replied, “We can’t determine in March, April or May whether or not we need a Convention Center. Our process has to be able to tell us in the next 12 weeks. We**

really need to have an answer to that question, and anything we can do to expedite or to make sure of the accuracy of that question we need to do.”

**Answer:** Mr. Krueger replied, “We can certainly try to move toward getting the focus group up and running and again that is going to be something that helps out the process. A focus group provides great qualitative information, which will allow us to make a judgmental decision to give more credence to some of the people that responded because they are well informed.”

Eric Farris stated, “My thoughts on the focus group proposal is that I think there will be a time for that but I think for purposes to move quickly to answer the basic elementary question of ‘Will the Branson, Missouri market support the Convention Center business and will it be fruitful and feasible for the City?’ I think we need to move quicker than trying to coordinate a focus group will allow us at this point. If we do focus groups later you are going to get nothing but positives when they see what a dynamic place we have. My other thought is that at whatever point we do the focus groups I want to make sure that precautions are taken that your company controls and conduct, the focus groups.”

Mr. Presley suggested, “It seems to me that the timing of this is not realistic to do. I would suggest that you proceed with the study as it is proposed without the focus group. If it then comes in to a border line that is the time that you might want to do the focus group follow up, because I do agree with Mr. Farris that it is going to make it more positive. In lieu of cost, timing and everything I would suggest that you proceed with the study without the focus group with the idea in the next step you proceed with it at that point.”

**Answer:** Mr. Krueger replied, “As we did a full study one year ago considering a Convention Center in a revitalization of the lakefront, essentially the same location as being proposed now, and based on our findings of that past study it is extremely unlikely that we would come back at the end of this study and say that ‘No Convention Center is viable’. I think one of the big questions is ‘What is the best size for the building?’. Given the fresh look at the market demand and the new dynamics of this project. What is the most appropriate size, and how much is that building going to make or lose, and how much tax dollars is it going to generate?”

Bob Warlick stated, “Since time is our worse enemy are we holding the process up by waiting until our next scheduled meeting to get this contract under way so that they can get started. Should we be looking at a special meeting to handle this?”

Mr. Dody replied, “The ordinance is prepared in the draft form to do that, we have been waiting to finalize some of the items on the Letter of Agreement primarily to see what would happen in this meeting. Sure that can be done.”

Larry Taylor asked, “In your Scope of Services will there be data that we can then evaluate and look at objectively that we as a community can decide if a Convention Center

is feasible? You are going to give us data to make the decision. Your company is not going to say 'yea' or 'nay' is that correct? Has that changed any? That is my understanding of your company and providing us with this data."

Answer: Mr. Krueger replied, "We are going to be giving you the information that you need to make that decision. We will provide you with the information that you can take to say 'OK, I feel that it simply covers the debt service requirements, the operating subsidies, and provide for some additional level of marketing for the community and the center then it is feasible in my mind, but it has to meet all of those.' We can certainly help you categorize that, or we can help you come up with a working model in terms of weighing the cost benefits in an appropriate manner that it can come to a 'yea' or 'nay' decision. So you can come to your own opinions on whether to proceed with the project."

Ron Huff asked, "How are you going to talk to the planners to convey to them that 'we are going to be so unique that we are going to blow the competition out of the water'?"

Answer: Mr. Krueger replied, "The telephone survey is always a little difficult, but it is the basis of getting crucial quantitative data. We need to know from these people lots of number related things such as how big is their event; how many attendees do they draw; what is the length of their event, what is the season of their event; how many hotel rooms, etc. We first have to get some kind of sense of is their an inkling of interest. Then the dialogue starts, and then we start explaining the project in further detail. We then embellish it with one-on-one interviews, do web base things, send out images, and then get into the focus groups. That is part of the judgment process that we have to put into this. Build on the quantitative, embellish in with the qualitative, and use our judgment to extrapolate further."

Mr. Huff then asked, "Will you follow up on Ann Stafford's questionnaire that was faxed to you?"

Answer: Mr. Krueger replied, "Certainly."

Mr. Presley inquired, "Will your study try to identify cost benefit of first time visitors?"

Answer: Mr. Krueger replied, "It is something we don't normally do. If you want us to we can analyze a segment of those people that indicated an interest in Branson but has never been there before. We can talk about that quantitatively and qualitatively if that is something the City is looking for."

Mr. Dody replied, "This is a pretty important issue. This displacement of transferring expenditures is a real critical issue to us, because we have roughly about 200,000 square feet of conference space, and we are into the SMERF markets already, and if we are just going to build another conference center to capture those same SMERF markets and move them from one area to another then that is a pretty important issue for us."

**Answer: Mr. Krueger replied, “We clearly look at what is cannibalized business; where is that gray area in building sizes overlap, and when we get to the economic impact and the market demand estimates we will certainly show you quantitatively what level of spending seems to be displaced or shifted within the community. We can tell you how much is brand new; how much is transferred within the City, and how much is transferred from the outlying areas.”**

**Dick Gass stated, “The City has a two page letter from Silver Dollar City listing some concerns, and they are answered pretty well in your Scope of Services. The other thing is I would ask the committee that is here, if there is anything else that they feel should be included in the Scope of Services before we go forward? (No reply). I just want to be sure that after we say to go ahead with the Study that this Task Force doesn’t come back and say ‘Oh by the way, I want this or that to be included’. I think it should be understood before we leave this room what we are asking for. I ask anybody to speak up at this time.”**

**Mr. Dody said, “What you are asking for is a special called meeting on Thursday for a first and second reading to get this moving forward. I just want to be sure that we have a comfort level going, and we are not pushing this thing any faster than it already has to be pushed without giving a fair time for everybody to understand what we are doing.”**

**Mr. Huff stated, “There is a lot of expertise in our local community when it comes to design and utilization that can be used when we get into our focus groups. Hopefully we will bring some of the local folks in helping us make some of those decisions.”**

**Mr. Dody stated, “As there would have to be an addendum to the contract to bring in focus groups. There would be an opportunity for us to go back and decide how we want the focus groups to be constructed and to involve the community and to go through that process.”**

**At this time Mayor Pro Temp Huff entertained a motion to adjourn. Alderman Farris moved to adjourn, seconded by Alderman Taylor. Voting aye: Taylor, Farris, Warlick, Gass, Huff, and Barker. Meeting adjourned at 5:38 p.m.**