

**MINUTES OF THE REGULAR MEETING OF THE BOARD OF ALDERMEN
CITY OF BRANSON, MISSOURI, APRIL 28, 2003**

The Board of Aldermen of the City of Branson, Missouri met in regular session in the Council Chambers of the City Hall on April 28, 2003 at 7:00 p.m. with the following members present:

Mayor Schaefer presiding, Dick Gass, Stan Barker, Beverly Martin, Ron Huff, David Edie, and Jack Purvis present.

Also in attendance were: City Administrator Terry Dody, Assistant City Administrator Kevin Faught, Acting City Attorney Dan Wichmer, City Clerk Sandra Williams, City Engineer David Miller, Communications Director Jerry Adams, Director of Planning Don Stephens, Fire Chief Carl Sparks, Director of Public Works Larry VanGilder, Director of Finance Deanna Schlegel, Chief of Police Steve Mefford, Director of Economic Development Mike Rankin, Chandra Huston of Branson Independent, Jim Thompson, Cliff Sain of the Branson Daily News, Mark Weisz, Al Moon, Jim Flake, Ross Summers of the Branson Chamber of Commerce, Shannon North, Sheree Johnson, Dave Reynolds, Karen Keehn, David Taylor, Alan Bates, Ann McDowell, Bob and Sharon Klein, Jon Derby, Craig Richards, Brian Acton, Gary Fultz, Philip Pate, Rich and Joni Milstead, and Mike Taylor.

Mayor Schaefer called the meeting to order with the "Pledge of Allegiance" and Larry VanGilder gave the invocation.

Mayor Schaefer asked for any additions or corrections to the Minutes of the regular meeting of April 14, 2003.

**APPROVAL
OF MINUTES**

Alderman Gass moved to approve the Minutes as presented, seconded by Alderman Barker. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

At this time Alderman Huff moved to amend the Agenda to add as Item No. 49a a Presentation of the Quarterly Marketing Report by Ross Summers of the Branson/Lakes Area Chamber of Commerce; and to remove Item No. 45 from the Consent Agenda and place in under the Regular Agenda as Item No. 49b. Motion was seconded by Alderman Purvis. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

CONSENT AGENDA:

Mayor Schaefer asked City Clerk Williams to read the items being considered on the Consent Agenda as presented. City Clerk Williams read the following Consent Agenda items by title:

**Receipt of the minutes of the March 4, 2003
Planning and Zoning Commission meeting.
Alderman Barker moved to approve the Minutes as presented,
seconded by Alderman Huff. Voting aye: Gass, Barker, Martin, Huff,
Edie, and Purvis. Nays: none. Motion carried.**

**ACKNOWLEDGEMENT
OF
MINUTES**

**Final reading of Bill No. 2539, annexing property
owned by Randy L. and Mary A. Adams into the City,
was approved within the Consent Agenda. Voting
aye: Barker, Martin, Huff, Edie, and Purvis.
Nays: none. Alderman Gass abstained. Motion carried.
Ordinance No. 2003-049 was duly enacted.**

**BILL NO. 2539
ANNEXATION
RANDY L. & MARY A. ADAMS
ORD. NO. 2003-049**

**Final reading of Bill No. 2540, annexing property
owned by Richard Baird into the City, was approved
within the Consent Agenda. Voting aye: Barker,
Martin, Huff, Edie, and Purvis. Nays: none. Alderman
Gass abstained. Motion carried. Ordinance No. 2003-050
was duly enacted.**

**BILL NO. 2540
ANNEXATION
RICHARD BAIRD
ORD. NO. 2003-050**

**Final reading of Bill No. 2541, annexing property
owned by Doris Bauer into the City, was approved
within the Consent Agenda. Voting aye: Barker,
Martin, Huff, Edie, and Purvis. Nays: none. Alderman
Gass abstained. Motion carried. Ordinance No. 2003-051
was duly enacted.**

**BILL NO. 2541
ANNEXATION
DORIS BAUER
ORD. NO. 2003-051**

**Final reading of Bill No. 2542, annexing property
owned by Dr. Gerald F. Blue-Trustee into the City, was
approved within the Consent Agenda. Voting aye:
Barker, Martin, Huff, Edie, and Purvis. Nays: none.
Alderman Gass abstained. Motion carried. Ordinance
No. 2003-052 was duly enacted.**

**BILL NO. 2542
ANNEXATION
DR. GERALD F. BLUE
-TRUSTEE
ORD. NO. 2003-052**

**Final reading of Bill No. 2543, annexing property
owned by Blue Mountain Estates, LLC into the City, was
approved within the Consent Agenda. Voting aye:
Barker, Martin, Huff, Edie, and Purvis. Nays: none.
Alderman Gass abstained. Motion carried. Ordinance
No. 2003-053 was duly enacted.**

**BILL NO. 2543
ANNEXATION
BLUE MOUNTAIN
ESTATES, LLC
ORD. NO. 2003-053**

**Final reading of Bill No. 2544, annexing property
owned by Wallace D. and Marian Booker into the City,
was approved within the Consent Agenda. Voting aye:
Barker, Martin, Huff, Edie, and Purvis. Nays: none.**

**BILL NO. 2544
ANNEXATION
WALLACE D. & MARIAN
BOOKER**

Alderman Gass abstained. Motion carried. Ordinance No. 2003-054 was duly enacted.

ORD. NO. 2003-054

Final reading of Bill No. 2545, annexing property owned by Buddy R. and Kathy Compton into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-055 was duly enacted.

**BILL NO. 2545
ANNEXATION
BUDDY R. & KATHY
COMPTON
ORD. NO. 2003-055**

Final reading of Bill No. 2546, annexing property owned by Barry and Patricia Dautrich into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-056 was duly enacted.

**BILL NO. 2546
ANNEXATION
BARRY & PATRICIA
DAUTRICH
ORD. NO. 2003-056**

Final reading of Bill No. 2547, annexing property owned by Patty Deputy into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-057 was duly enacted.

**BILL NO. 2547
ANNEXATION
PATTY DEPUTY
ORD. NO. 2003-057**

Final reading of Bill No. 2548, annexing property owned by Mark Devore into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-058 was duly enacted.

**BILL NO. 2548
ANNEXATION
MARK DEVORE
ORD. NO. 2003-058**

Final reading of Bill No. 2549, annexing property owned by Steven and Angela Doyle into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-059 was duly enacted.

**BILL NO. 2549
ANNEXATION
STEVEN & ANGELA
DOYLE
ORD. NO. 2003-059**

Final reading of Bill No. 2550, annexing property owned by Raymond and Barbara Feuerborn into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-060 was duly enacted.

**BILL NO. 2550
ANNEXATION
RAYMOND & BARBARA
FEUERBORN
ORD. NO. 2003-060**

Final reading of Bill No. 2551, annexing property owned by Thomas and Noelle Gass into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-061 was duly enacted.

**BILL NO. 2551
ANNEXATION
THOMAS & NOELLE
GASS
ORD. NO. 2003-061**

Final reading of Bill No. 2552, annexing property owned by John M. and Patricia K. Hale into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-062 was duly enacted.

**BILL NO. 2552
ANNEXATION
JOHN M. & PATRICIA K.
HALE
ORD. NO. 2003-062**

Final reading of Bill No. 2553, annexing property owned by Terry Dale and Lorene L. Hicks into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-063 was duly enacted.

**BILL NO. 2553
ANNEXATION
TERRY DALE & LORENE L.
HICKS
ORD. NO. 2003-063**

Final reading of Bill No. 2554, annexing property owned by Richard G. and Debra K. Ivey into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-064 was duly enacted.

**BILL NO. 2554
ANNEXATION
RICHARD G. & DEBRA K.
IVEY
ORD. NO. 2003-064**

Final reading of Bill No. 2555, annexing property owned by Ronald J. and Susan K. Jones into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-065 was duly enacted.

**BILL NO. 2555
ANNEXATION
RONALD J. & SUSAN K.
JONES
ORD. NO. 2003-065**

Final reading of Bill No. 2556, annexing property owned by James B. Jr. and Ann Kidd into the City, was approved within the Consent Agenda. Voting aye: Barker Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-066 was duly enacted.

**BILL NO. 2556
ANNEXATION
JAMES B. JR. & ANN
KIDD
ORD. NO. 2003-066**

Final reading of Bill No. 2557, annexing property owned by Joseph and Deborah Keiper into the City, was approved within the Consent Agenda. Voting

**BILL NO. 2557
ANNEXATION
JOSEPH & DEBORAH**

aye: Barker, Martin, Huff, Edie, and Purvis.
Nays: none. Alderman Gass abstained. Motion carried.
Ordinance No. 2003-067 was duly enacted.

**KEIPER
ORD. NO. 2003-067**

Final reading of Bill No. 2558, annexing property owned by Charles C. Martin into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-068 was duly enacted.

**BILL NO. 2558
ANNEXATION
CHARLES C.
ORD. NO. 2003-068**

Final reading of Bill No. 2559, annexing property owned by Linda Meehan into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-069 was duly enacted.

**BILL NO. 2559
ANNEXATION
LINDA
MEEHAN
ORD. NO. 2003-069**

Final reading of Bill No. 2560, annexing property owned by Edwin J. Miller-Trustee into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-070 was duly enacted.

**BILL NO. 2560
ANNEXATION
EDWIN J. MILLER
-TRUSTEE
ORD. NO. 2003-070**

Final reading of Bill No. 2561, annexing property owned by William B. and Roberta B. Mills into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-071 was duly enacted.

**BILL NO. 2561
ANNEXATION
WILLIAM B. & ROBERTA B.
MILLS
ORD. NO. 2003-071**

Final reading of Bill No. 2562, annexing property owned by Zarko and Anka Mirkovic into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-072 was duly enacted.

**BILL NO. 2562
ANNEXATION
ZARKO & ANKA
MIRKOVIC
ORD. NO. 2003-072**

Final reading of Bill No. 2563, annexing property owned by Ben A. Jr. and Jean H. Parnell into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-073 was duly enacted.

**BILL NO. 2563
ANNEXATION
BEN A. JR. & JEAN H.
PARNELL
ORD. NO. 2003-073**

Final reading of Bill No. 2564, annexing property owned by Jack E. and Sondra Pascoe into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-074 was duly enacted.

**BILL NO. 2564
ANNEXATION
JACK E. & SONDR
PASCOE
ORD. NO. 2003-074**

Final reading of Bill No. 2565, annexing property owned by Paul T. Sr. and Mary J. Rice into the City, was approved within the Consent Agenda. Voting aye: Barker Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-075 was duly enacted.

**BILL NO. 2565
ANNEXATION
PAUL T. SR. & MARY J.
RICE
ORD. NO. 2003-075**

Final reading of Bill No. 2566, annexing property owned by Richard Allen and Sherry Ann Ripperger into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-076 was duly enacted.

**BILL NO. 2566
ANNEXATION
RICHARD ALLEN &
SHERRY ANN
RIPPERGER
ORD. NO. 2003-076**

Final reading of Bill No. 2567, annexing property owned by David Roethemeyer into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-077 was duly enacted.

**BILL NO. 2567
ANNEXATION
DAVID ROETHEMEYER
ORD. NO. 2003-077**

Final reading of Bill No. 2568, annexing property owned by Victor and Corinne Royal into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-078 was duly enacted.

**BILL NO. 2568
ANNEXATION
VICTOR & CORINNE
ROYAL
ORD. NO. 2003-078**

Final reading of Bill No. 2569, annexing property owned by Johnny C. and Betty J. Shelton into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-079 was duly enacted.

**BILL NO. 2569
ANNEXATION
JOHNNY C. & BETTY J.
SHELTON
ORD. NO. 2003-079**

Final reading of Bill No. 2570, annexing property owned by Dwight and Linda Sprague into the City,

**BILL NO. 2570
ANNEXATION**

was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-080 was duly enacted.

DWIGHT & LINDA
SPRAGUE
ORD. NO. 2003-080

Final reading of Bill No. 2571, annexing property owned by David and Sharon Stacey into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-081 was duly enacted.

BILL NO. 2571
ANNEXATION
DAVID & SHARON
STACEY
ORD. NO. 2003-081

Final reading of Bill No. 2572, annexing property owned by Jeff S. and Debra L. Topper into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-082 was duly enacted.

BILL NO. 2572
ANNEXATION
JEFF S. & DEBRA L.
TOPPER
ORD. NO. 2003-082

Final reading of Bill No. 2573, annexing property owned by Tri-Lakes Development Corporation into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-083 was duly enacted.

BILL NO. 2573
ANNEXATION
TRI-LAKES DEVELOPMENT
CORPORATION
ORD. NO. 2003-083

Final reading of Bill No. 2574, annexing property owned by Michael James and Pamela Jo Walker into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-084 was duly enacted.

BILL NO. 2574
ANNEXATION
MICHAEL JAMES &
PAMELA JO WALKER
ORD. NO. 2003-084

Final reading of Bill No. 2575, annexing property owned by Mark M. and Melody K. Watson into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-085 was duly enacted.

BILL NO. 2575
ANNEXATION
MARK M. & MELODY K.
WATSON
ORD. NO. 2003-085

Final reading of Bill No. 2576, annexing property owned by Jill Wegmann and Kenneth Marshall into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried.

BILL NO. 2576
ANNEXATION
JILL WEGMANN &
KENNETH MARSHALL
ORD. NO. 2003-086

Ordinance No. 2003-086 was duly enacted.

Final reading of Bill No. 2577, annexing property owned by Mark W. and Ann R. Weisz into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-087 was duly enacted.

**BILL NO. 2577
ANNEXATION
MARK W. & ANN R.
WEISZ
ORD. NO. 2003-087**

Final reading of Bill No. 2578, annexing property owned by Curtis R. and Patricia Williams into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-088 was duly enacted.

**BILL NO. 2578
ANNEXATION
CURTIS R. & PATRICIA
WILLIAMS
ORD. NO. 2003-088**

Final reading of Bill No. 2579, annexing property owned by James and Cynthia Wood into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-089 was duly enacted.

**BILL NO. 2579
ANNEXATION
JAMES & CYNTHIA
WOOD
ORD. NO. 2003-089**

Final reading of Bill No. 2580, annexing property owned by William I. and Margot Yater into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-090 was duly enacted.

**BILL NO. 2580
ANNEXATION
WILLIAM I. & MARGOT
YATER
ORD. NO. 2003-090**

Final reading of Bill No. 2581, annexing property owned by Garry J. and Itha L. Zuckerman into the City, was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-091 was duly enacted.

**BILL NO. 2581
ANNEXATION
GARRY J. & ITHA L.
ZUCKERMAN
ORD. NO. 2003-091**

Final reading of Bill No. 2583, an ordinance approving a second year agreement between the Missouri Department of Health and Senior Services and the City of Branson for West Nile Mosquito surveillance and collection was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-093 was duly enacted.

**BILL NO. 2583
APPROVING
SECOND YEAR
AGREEMENT
WEST NILE
MOSQUITO
ORD. NO. 2003-093**

Final Reading of Bill No. 2584 an ordinance accepting the proposal of bid award to Pippin Wholesale Company, Hillyard Floor Care Co., TBS Commercial Building Maintenance, and MEMCO/Middleton Group for janitorial supplies used at City Facilities for the City of Branson, authorizing the preparation of contracts in accordance with the terms of the proposal, and authorizing the Mayor to execute the agreements was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-094 was duly enacted.

**BILL NO. 2538
BID AWARD
JANITORIAL
SUPPLIES
ORD. NO. 2003-094**

Final Reading of Bill No. 2586 an ordinance accepting the proposal of bid award to Little Tikes Commercial Play Systems for Branson Lakeside RV Park of the City of Branson, authorizing the preparation of a contract in accordance with the terms of the proposal, and authorizing the Mayor to execute the agreements was approved within the Consent Agenda. Voting aye: Barker, Martin, Huff, Edie, and Purvis. Nays: none. Alderman Gass abstained. Motion carried. Ordinance No. 2003-095 was duly enacted.

**BILL NO. 2586
BID AWARD
PICNIC TABLES
BRANSON LAKESIDE
RV PARK
ORD. NO. 2003-095**

REGULAR AGENDA:

Presentation of 2002 Independent Audit Report was introduced by City Clerk Williams and Deanna Schlegel provided the staff report. Karen Keehn from Berberich Trahan & Company, P. A., the City's independent auditors, presented the Independent Audit Report. Ms. Keehn highlighted some items from the Audit process and some conclusions about the Audit. She stated they did issue an unqualified opinion, which is the highest form of opinion that a city can receive. Some discussion was held by the Board. Mayor Schaefer then entertained a motion to receive the 2002 Audit. Motion was made by Alderman Gass, seconded by Alderman Barker. Sharon Klein, 608 Parnell, addressed the Board stating she wanted to say, "Thank You, as this is clearly a reflection of good administration policy and good leadership." Voting aye: Gass, Barker, Martin, Schaefer, Huff, Edie, and Purvis. Nays: none. Motion carried.

**PRESENTATION
2002 INDEPENDENT
AUDIT REPORT**

A presentation of the Quarterly Marketing Report by the Branson/Lakes Area Chamber of Commerce was the next item. Ross Summers, Executive Vice President of the Chamber addressed the Board stating, every meeting we try to give a different flavor for the procedures, policies and reasons why we make our decisions regarding the marketing budget. We go to great lengths to spend the money wisely and to do it for the best effect for the area. Mr.

**PRESENTATION
QUARTERLY MARKETING
REPORT - CHAMBER**

Summers indicated they would be providing the Board with information from the standard point of how they decide where and in what manner to spend the marketing dollars. In order, to do that, they enlist the services of NKH&W in Kansas City who does a wonderful job of determining the best methods to spend the marketing dollars. Two representatives, Sheree Johnson and Shannon North will be doing a Media Services presentation at this time, indicated Mr. Summers.

Sheree Johnson provided a background of the NKH&W Agency stating, “including Branson they have several regional and national clients such as Sprint, Phillips 66, Disney Institute, and a variety of others.” Ms. Johnson explained the Strategic Target areas; Timing; Geography; Key Goal and Communication Goals; Market Selection; Strategies and Tactics using National Cable; and Cable Network. Shannon North presented Other Media Tactics such as locally marketing by using Spot TV. By scheduling marketing every other week it allows us to spread our schedule out over a longer period of time locally and is very cost effective. Using Network Affiliates locally is a method used to market locally and is also cost effective. Ms. North also provided the markets being utilized in 2003 which are Core Markets, Primary Markets, and the Outer Markets. Ms. North presented the Consumer Prints and Trade Prints such as Midwest Living, Southern Living, Redbook, TradeAgent and The Group Travel Leader. Discussion was held by the Board.

Dave Reynolds, Vice President of Marketing addressed the Board providing a brief overview of what is being done in 2003 in television, as far as the TV marketing spots that are not running in the Branson area. Mr. Reynolds provided an update of how the Chamber got to where they are today, stating there are 11 states that claim tourism is their No. 1 revenue generated for their state, and a total of 27 states that claim tourism as being No. 1, 2, or 3 economic development tool for their state. After 9-11 there were only six (6) destination cities that showed an increase in visitors during 2002. Of those six, Branson had the highest percentage increase in visitors during 2002 at 3% growth. This goes a long way to show the efficiency and professionalism of our ads when created, and the professionalism NKH&W does in placing our ads. Mr. Reynolds also provided an update of where we stand today, and indicated their job was to monitor and adjust as the season goes along. A video was then shown of the advertising being used this season. Some discussion was then held by the members of the Board. Alderman Gass then moved to accept the report, seconded by Alderman Barker. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

A resolution approving a Preliminary Subdivision Plat for Branson Landing was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer entertained a motion to approve the resolution. Alderman Gass made the motion, seconded by Alderman Martin. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Resolution No. 2003-R003 was approved.

**RESOLUTION
PRELIMINARY
SUBDIVISION PLAT
BRANSON LANDING
NO. 2003-R003**

A resolution approving a Preliminary Subdivision Plat for Branson Landing North was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer entertained a motion to approve the resolution. Alderman Huff made the motion, seconded by Alderman Barker. Discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Resolution No. 2003-R004 was approved.

**RESOLUTION
PRELIMINARY
SUBDIVISION PLAT
BRANSON LANDING NORTH
NO. 2003-R004**

A resolution approving a Preliminary Subdivision Plat for Branson Landing South was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer entertained a motion to approve the resolution. Alderman Gass made the motion, seconded by Alderman Martin. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Resolution No. 2003-R005 was approved.

**RESOLUTION
PRELIMINARY
SUBDIVISION PLAT
BRANSON LANDING NORTH
NO. 2003-R005**

A resolution approving a Preliminary Subdivision Plat for Celebration Plaza was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer entertained a motion to approve the resolution. Alderman Edie made the motion, seconded by Alderman Martin. Discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Resolution No. 2003-R006 was approved.

**RESOLUTION
PRELIMINARY
SUBDIVISION PLAT
CELEBRATION PLAZA
NO. 2003-R006**

Public Hearing and first reading of Bill No. 2587, an ordinance approving zoning of "C" Commercial for property owned by Supermart Solutions, LLC and located at 780 South Highway 165, Branson, Missouri was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer opened the Public Hearing and after no discussion from the audience and the Board, closed the Public Hearing. Mayor Schaefer then entertained a motion to approve the first reading of Bill No. 2587. Alderman Gass made the motion, seconded by Alderman Barker. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BILL NO. 2587
ZONING
"C" COMMERCIAL
SUPERMART
SOLUTIONS, LLC**

Public Hearing and first reading of Bill No. 2588, an ordinance approving zoning of "C" Commercial for property owned by White River Investments and located at 1055 South Highway 376, Branson, Missouri was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer

**BILL NO. 2588
ZONING
"C" COMMERCIAL
WHITE RIVER
INVESTMENTS**

opened the Public Hearing and after no discussion from the audience and the Board, closed the Public Hearing. Mayor Schaefer then entertained a motion to approve the first reading of Bill No. 2588. Alderman Barker moved to approve the bill on first reading, seconded by Alderman Gass. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

Public Hearing and first reading of Bill No. 2589, an ordinance approving zoning of “R-1” Single-Family Residential for property known as Black Oak Circle and located in the 1400 block of Bird Road, Branson, Missouri was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer opened the Public Hearing and after no discussion from the audience and the Board, closed the Public Hearing. Mayor Schaefer then entertained a motion to approve the first reading of Bill No. 2588. Alderman Gass made the motion, seconded by Alderman Martin. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BILL NO. 2589
ZONING
“R-1” SINGLE-FAMILY
RESIDENTIAL
BLACK OAK CIRCLE**

First reading of Bill No. 2590, an ordinance approving an agreement for professional engineering services between Affinis Corporation and the City of Branson was read by title by City Clerk Williams, and David Miller provided the the staff report. Mayor Schaefer entertained a motion to approve the first reading of Bill No. 2590. Alderman Huff made the motion, seconded by Alderman Barker. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried. At this time Alderman Huff moved to read the bill a second time by unanimous consent, seconded by Alderman Barker. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried. City Clerk Williams read Bill No. 2590 by title again. Mayor Schaefer then entertained a motion approving the final reading of Bill No. 2590. Alderman Gass made the motion, seconded by Alderman Martin. No discussion. Voting aye were: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Ordinance No. 2003-096 was duly enacted.

**BILL NO. 2590
AGREEMENT
PROFESSIONAL
ENGINEERING SERVICES
AFFINIS CORPORATION
ORD. NO. 2003-096**

First reading of Bill No. 2591, an ordinance approving a sewer services and facilities and annexation agreement between Gary and Marsha Shaver and the City of Branson and authorizing the Mayor to enter into the agreement was read by title by City Clerk Williams, and Don Stephens provided the staff report. Mayor Schaefer entertained a motion to approve the first reading of Bill No. 2591. Alderman Gass made the motion, seconded by Alderman Martin. Some discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BILL NO. 2591
SEWER SERVICES
FACILITIES
ANNEXATION AGREEMENT
GARY & MARSHA
SHAVER**

First reading of Bill No. 2582, an ordinance approving an agreement with Cox Health to exercise power of eminent domain was read by title by City Clerk Williams, and Larry VanGilder provided the staff report. Mayor Schaefer entertained a motion to approve the first reading of Bill No. 2582. Alderman Huff made the motion, seconded by Alderman Barker. Some discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BILL NO. 2582
AGREEMENT
COX HEALTH
EMINENT DOMAIN**

BID AWARD:

First Reading of Bill No. 2592 an ordinance accepting the proposal of bid award to Berry Tractor & Equipment, for a backhoe used in the Water Distribution Division of the City of Branson, authorizing the preparation of a contract in accordance with the terms of the proposal, and authorizing the Mayor to execute the agreement, was read by title by City Clerk Williams, and Larry VanGilder provided the staff report. Mayor Schaefer entertained a motion to approve Bill No. 2592 on its first reading. Alderman Gass made the motion, seconded by Alderman Huff. Discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried. At this time Alderman Barker moved to read the bill a second time by unanimous consent, seconded by Alderman Martin. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried. City Clerk Williams read Bill No. 2592 by title again. Mayor Schaefer then entertained a motion approving the final reading of Bill No. 2592. Alderman Martin made the motion, seconded by Alderman Barker. No discussion. Voting aye were: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Ordinance No. 2003-097 was duly enacted.

**BILL NO. 2592
BID AWARD
BERRY TRACTOR
& EQUIPMENT
BACKHOE
ORD. NO. 2003-097**

First Reading of Bill No. 2593 an ordinance accepting the proposal of bid award to Absopure Specialty Contracting Corp. to furnish vacuum service to remove and replace spent carbon at Cooper Creek Wastewater Treatment facility and remove sand and gravel from Lift Station #1A and #31 for the City of Branson, authorizing the preparation of a contract in accordance with the terms of the proposal, and authorizing the Mayor to execute the agreement, was read by title by City Clerk Williams, and Larry VanGilder provided the staff report. Mayor Schaefer entertained a motion to approve Bill No. 2593 on its first reading. Alderman Gass made the motion, seconded by Alderman Barker. Discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BILL NO. 2593
BID AWARD
ABSOPURE
SPECIALTY
CONTRACTING
VACUUM SERVICE**

First Reading of Bill No. 2594 an ordinance accepting the proposal of bid award to Sanborn Inc. for digital orthophotography for the City of Branson, authorizing the preparation of a contract in accordance with the

**BILL NO. 2594
BID AWARD
SANBORN INC.
DIGITAL**

terms of the proposal, and authorizing the Mayor to execute the agreement, was read by title by City Clerk Williams, and David Miller provided the staff report. Mayor Schaefer entertained a motion to approve Bill No. 2594 on its first reading. Alderman Barker made the motion, seconded by Alderman Martin. Discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

ORTHOPHOTOGRAPHY

First Reading of Bill No. 2595 an ordinance accepting the proposal of bid award to “Landscapes Awarded” for the Branson Landscaping Project for the City of Branson, authorizing the preparation of a contract in accordance with the terms of the proposal, and authorizing the Mayor to execute the agreement, was read by title by City Clerk Williams, and David Miller provided the staff report. Mayor Schaefer entertained a motion to approve Bill No. 2595 on its first reading. Alderman Gass made the motion, seconded by Alderman Barker. Discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BILL NO. 2595
BID AWARD
“LANDSCAPES
AWARDED”
BRANSON
LANDSCAPING
PROJECT**

The next item was the appointment of an Acting President of the Board. Alderman Barker moved that Ron Huff be appointed as Acting President/Mayor Pro Tem, seconded by Alderman Gass. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Motion carried.

**ACTING
PRESIDENT OF
THE BOARD**

The next item was the appointment of committee members. Mayor Schaefer made the following Committee appointments. Ron Huff and Dick Gass were appointed to the Budget Committee; Stan Barker and Beverly Martin to the Personnel Committee; and David Edie and Jack Purvis to the Capital Improvements Committee. Mayor Schaefer then entertained a motion approving these appointments. Alderman Huff moved to approve the appointments, seconded by Alderman Barker. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**APPOINTMENTS
OF COMMITTEE
MEMBERS**

The next item was the appointment of Board of Alderman Representative to the Park Board, Mayor Schaefer recommended the appointment of Beverly Martin to the Park Board. Mayor Schaefer then entertained a motion approving the appointment. Alderman Gass moved to approve the appointment, seconded by Alderman Huff. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**APPOINTMENT
REPRESENTATIVE
PARK BOARD**

The next item was appointment of members

APPOINTMENTS

to the Planning and Zoning Commission, Sandra Williams provided the staff report, indicating Brent Butler and June Hartley were recommended to be reappointed to the Planning and Zoning Commission until April, 2007; and David Edie was being recommended to be appointed as the Board representative until April, 2004. Mayor Schaefer entertained a motion approving these appointments. Alderman Gass moved to approve the appointments, seconded by Alderman Martin. No discussion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**BRENT BUTLER
JUNE HARTLEY
AND DAVID EDIE**

OTHER BUSINESS:

Mayor Schaefer asked if there was any other business that a member of the Board of Aldermen would like to introduce as an official agenda item for discussion and action by the Board. Hearing none. Mayor Schaefer opened the floor for Aldermen and Administrator's Reports.

Mayor Schaefer opened the floor for Aldermen and Administrator's Reports.

ALDERMEN/ADMINISTRATOR'S REPORTS

Alderman Gass reported he had had the opportunity to attend the Tourism Committee meeting in Jefferson City recently. While he was there foreign groups were asking for money, but there was one group from the Black Caucus that he would like to share with the Board. They talked about Branson for 10 minutes. When the Black Caucus came here they admitted to the Tourism Group they were concerned that they were taking a risk coming down to Branson because they did not know how they would be treated. For about ten minutes all they talked about was what a great time they had; how they were treated; and that the Black Caucus group is coming back again, and some of them are coming back for their vacation. They discussed how the people in the shops treated them and were overwhelmed with the treatment. The group indicated for their next outing they had drawn a circle around Branson of about 100 mile radius, and will be bringing people in from Texas, Arkansas, and Oklahoma.

GASS

Alderman Barker indicated he has had the opportunity of setting through three Audit Reports since joining the Board, and would like to commend Deanna Schlegel and her staff for the excellent job they do, and that he appreciates it. You have a big burden and responsibility, in addition to the added responsibilities with the other projects we have going on, and I truly appreciate it.

BARKER

Alderman Barker informed the Board that last Friday a Core Program worker of his violated the speed limit on Highway 248 right

BARKER

in front of the property discussed earlier and was pulled over by an officer. He told Mr. Barker that he was speeding and deserved to be pulled over and also indicated the officer was very courteous to him. Alderman Barker stated he brought it up just to say we are doing our job out there, and it just so happened in the exact spot we were told the police are not policing. So, good job Chief.

Alderman Martin said she wanted to extend a hearty welcome **MARTIN**
to our new neighbors that have been annexed into the City as potential
voters. Also “Thank you for assigning me to the Park Board because I will certainly enjoy
that assignment.”

Administrator Dody indicated the Skateboard Facility was opened **DODY**
on Saturday and there was a fantastic turnout. For anyone that had not
had an opportunity to look at the facility, please do, as it is a great facility. The kids love it;
they packed in there, and were really enjoying it.

PUBLIC COMMENT:

Mayor Schaefer stated the next item was Public Comment and there was none.

EXECUTIVE SESSION:

Alderman Huff moved to go into Closed Executive Session pursuant to Section 610.021 RSMo., Subsections 1, 2, and 3. Seconded by Alderman Edie. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

ADJOURN:

Alderman Barker moved to adjourn. Motion was seconded by Alderman Gass. Voting aye were: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: None. Motion carried. Meeting was adjourned at 9:34 p.m.