

**MINUTES OF THE PUBLIC MEETING OF THE CITY OF BRANSON  
AND THE HOME TOWN MERCHANTS ASSOCIATION  
BRANSON, MISSOURI, OCTOBER 10, 2003**

The City of Branson met in a public meeting with the Home Town Merchants Association in the Court Room of the City Hall on October 10, 2003 at 9:00 a.m.

Administrator Terry Dody stated the meeting today was due to dialog in previous meetings between Hometown Merchants Association and the City regarding a request for consideration by the Board to create a committee to perhaps oversee the downtown project. It was determined to have this meeting today to discuss that concept of the creation of such a committee.

Discussion was held regarding the need for an advisory committee to be appointed by the Mayor, and made up of business owners and citizens of the community with expertise in marketing and entertainment that understand the business climate of this community. The committee would work with the developer and be involved with the further development of the lakefront and the Branson Landing Project.

Also discussed was the original intent of the project which was to bring new visitors to Branson and whether adequate information had been gathered from those non-customers outside Branson's 150 to 200-mile radius. The belief that this has not been done, and that it is a critical part of the lakefront project being developed, was the consensus of several. The changes in the project since it began were also discussed. The feeling that the project now being discussed is not what everyone thought it would be originally, and whether it is really what the Community wants. Originally a highly retail area downtown was not the project. Instead "world class" attractions were to be offered, which would bring a substantial amount of new visitors to town. These attractions would be the drivers that would bring people from outside the normal radius and make them decide to come to Branson for the first time. The concern was that without the drivers and the project having markedly changed from where it started, it might not have the ability to attract those incremental visitors.

**Discussion was then held with the developer regarding the marketing that would be done, and his opinion regarding a committee being made up of local members of the community to meet with him to provide input on the on-going project. Rick Huffman of HCW Development Company, Inc. indicated he would welcome comments on the project and would work with such a committee.**

**In summary, it was agreed that an informal committee made of business owners and citizens be formed, who would work with HCW Development Company on the Branson Landing Project.**

**Meeting adjourned.**