

**MINUTES OF THE SPECIAL MEETING OF THE BOARD OF ALDERMEN  
CITY OF BRANSON, MISSOURI, OCTOBER 20, 2003**

The Board of Aldermen of the City of Branson, Missouri, met in special session in the Council Chambers of the City Hall on October 20, 2003 at 5:30 p.m. with the following members present:

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

Also in attendance were: Administrator Terry Dody, Assistant Administrator Kevin Faught, City Attorney Dan Wichmer, and City Clerk Sandra Williams.

Mayor Schaefer called the meeting to order with the Pledge of Allegiance and Sandra Williams provided the invocation.

Mayor Schaefer stated this special meeting of the Board of Aldermen has been called to consider a Master Lease Agreement with HCW Development Company, LLC; and to amend the Technical Services Agreement and the Redevelopment Contract. The developer is also here to make a presentation about the proposed design of the total Branson Landing Project.

**REGULAR SESSION:**

Mayor Schaefer stated at this time there will be a presentation by HCW Development Company on the Retail and Convention Center Design on the Branson Landing Project.

Rick Huffman of HCW Development Company, LLC addressed the Board and introduce the team of people present for the presentation of the Master Plan. Mike Cozell and Tom Porter of TVS, Atlanta, Georgia, and Neal Scotty of TVS, Chicago, Illinois; David Murphy and Stacey Jones from Crawford Company; Pat McBride from McBride Companies, Miami, Florida, who is in charge of the pneumatic entertainment design and theme of the project; and Bill Hart, attorney for HCW. Mr. Huffman then informed the Board and members of the audience what would be presented were a layout of different presentations, different style boards, pneumatic designs, and particularly the actual master plan layout.

The master planning of the project as it relates to the site infrastructure of the project was then reviewed. HCW and various consultants have been meeting with staff every Wednesday morning for about eight months, and at this time the bridge design over Roark Creek is underway for the new Box Car Willie bridge. The design process is coming along, and should be completed by December. An RFP for the design to widen Highway Business 65 out to 65 Highway has gone out. HCW has been working with the consultants the City selected for the first phase of the traffic study as to the traffic flow and the amount of people. It should be completed by the end of November or first of December. The draft feasibility study by HVS

is ready to be presented, which shows the impact of the Convention Center Hotel and the financial feasibility of the Convention Center Hotel, along with the boutique hotel that will be located near the Town Square. They also are working on the bonds, TIF agreements, the numbers and projections, and are getting ready to submit data to Joe Driscoll's office of Economic Development Department, along with a copy of the Master Plan and the leases. Mr. Huffman then identified on the map the recommended roundabout, the location of the new bridge, the parking area, the Convention Center location, hotel location along with some area for additional parking, before turning the floor over to Mike Cozell with TVS.

Mr. Cozell of TVS indicated the part of the project he would be presenting was the Convention Center and the Convention Center Hotel west of Box Car Willie Drive. Mr. Cozell said TVS was part of the design team for that portion along with Crawford Architects, and then outlined who TVS was, and their past experience. There are only a few projects that TVS has come across where there is the full compliment of site, destination appeal, and adjacent to those things that make the convention industry very exciting. What we are looking at here is a waterfront destination and entertainment destination. A destination where there are a ton of things for people to do, and the opportunity in this Master Plan for us to combine hospitality, convention and entertainment interests for not only the business travelers but also those that are coming with them. This is truly unique because usually they develop over a period of time. Here we put all of the issues together. The project components TVS is working on are the hotel, Convention Center, and the parking garage that supports them both, and located west of Box Car Willie and east of Sycamore Street with a northern boundary of Main Street and the end of Long Street. The Convention Center is a 55,000 square foot exhibition hall, a sub-divisible hall that sits adjacent to a 20,000 square foot ballroom, again sub-divisible. There is also 32,000 square feet of additional meeting space that represents about 20 subdivisions. The compliment of the Ballroom and the Exhibition Hall all fall well within the parameters of Class "A" facilities we have designed around the country. A 260-room headquarters hotel will be located adjacent to it and is attached to it. The hotel will have condominiums on the top four (4) floors. Mr. Cozell then addressed the location of the entrances, the drop-off points, access to the parking garage, and indicated access into the building was being handled very sufficiently. Service is handled off of Boxcar Willie Drive, and across the tracks beyond the screen wall. The landscaping, and all of the components are in place to take care of the Convention Center and hotel food service.

Presented next were the major spaces of the hotel and the Convention Center. There are a tremendous amount of flexibility with this adjacent relationship with the ballroom and the exhibition hall, and with the sub-divisions of the exhibition hall multiple and simultaneous uses can be going on. The design of a Class "A" Convention Center and Exhibition Hall is that when anyone is in the public spaces such as the ballroom or concourses, they never come across those things that are coming through the service areas or the supporting activity. It is very important that the design allows them to work simultaneously and not cross paths. That is what we have been able to achieve. Another prime determiner of a site is the expandability. When looking at a site it is important that expansion is available. When looking at this site there is a tripling of the overall first phase size of 55,000 square feet. There is a very efficient expansion available, both in terms of phasing in new projects and being sure the building will work with all points and time in its lift, indicated Mr. Cozell.

Tom Porter of TVS addressed the Board indicating he wanted to recognize Dave

**Murphy and Stacey Jones from Crawford Architects who have been integrally involved in this project from day one. This is a world-class type of development that really brings together the mix of uses that a lot of other projects haven't had the nerve to try to pull off. It is a very aggressive project and is going to be exciting when we get into the theme and the discussion on the actual look of the project. There is a sense of place being developed here that will keep people coming back to Branson and Branson Landing. We have taken advantage of the ability to be on the water in every conceivable way as we have gone along. The project consists of approximately 200,000 square feet of retail that is spread basically along four city blocks. It also includes a 40,000 square foot cinema project, along with a 120-room boutique hotel. There will also be a residential component above the retail and then anchored by Bass Pro with a 150,000 square foot building. There will be over 50,000 square feet of restaurants and entertainment components within the project, and small office components will be part of the overall mix of the project. Parking is located as the anchors on either end plus a 700 car parking facility in the center of the project which enables the project to be well fed from both the parking and pedestrian stand point. It will be open on Main Street so there will be vistas all the way down to the water and to the water features. Major restaurants are located at the end caps of each of the blocks which will have the ability to not only be seen and used from the street but also will have large outdoor plazas that will front the water. There is a trolley that will run from end to end so anyone can actually access the remote parts of the project. There will be the ability to park your car and get on the trolley and go to the waterfront quickly. Along the waterfront is a dedicated public boardwalk that goes through the project and actually extends down to North Beach Park. It will be a promenade that includes a new marine facility, boat docks, boat operations for Bass Pro, and other smaller docks which will be for fishing and other functions. This plan is different from other waterfront plans in that it cascades down to the water, and all the way through has a connection to the water.**

**Pat McBride of McBride Companies was the next speaker addressing the Board. Mr. McBride said that Branson is very unique to other types of destinations that you visit because there is a lot of great excitement, all the entertainment, and it is just beautiful. So you get the best of both worlds, and that is what this project is all about, the best of both worlds. This will be one of the longest Boardwalks in the country, and combining that with all of the other elements together will make it unique. This project has to be a must see, a new reason to come to Branson, and to do that we have created this charming wonderful place of wonder and fun. A destination where everyone has a desire and a want to come see. Branson Landing will pay homage to its history and to its future. It will truly be the epitome of the Missouri Show-me come to life. However, it is real important to try to capture what this is all about in writing, to create back-story that captures the history and the future. Mr. McBride then read the back-story they had created for Branson Landing (see Attachment #1).**

**Mr. McBride stated there is a magnificent glow and a mist that happens on Lake Taneycomo, and this is the background of the wonderful boardwalk and this incredible development. There are different districts, an outdoor life district which is near Bass Pro; a finance and warehouse – commerce district; the town center district where you might find a post office annex and other buildings; an entertainment district, and a retail district. Branson Landing is about staying and having a great time; it is about real shopping, real entertainment; and having the opportunity to do all of those things, plus spending time in Branson. You will see flowers and trees, and places where people can just sit, relax and enjoy;**

outdoor cafes and canopies to get you out of the rain, and banners about all the up coming events. There is a clock that goes off every 15 minutes on the hour, and these wonderful characters will start meandering through at those times. It becomes an event; it becomes a tradition that takes place everyday and people will gather to watch this event. This is a living working breathing area of your community with boats, kayaking, pirate ships and paddle wheelers all out on the water. This is a little bit of what we are talking about in creating this location, this district.

The other part of it is the part of creating life to the project, stated Mr. McBride. The developers of Branson Landing have worked with entertainment and event coordinators to create a program of events and signature features and performances to bring life to the district. The project has been specifically developed to provide a wonderful gathering spot for the locals, and it is also something we want to offer to the visitors, young adults, families, or seniors. Branson Landing is planned to be a “Must Visit in Branson”. Not a must see but visit and must experience. The events, signature features, and performances will be an important catalyst for such visits, and therefore they must be dynamic, and they must carefully blend into the fabric of Branson Landing and Branson, Missouri.

Tourist visitation patterns dictate that the events and performances and the guest experiences should be scheduled throughout the day everyday not just in the evenings or on the weekend. The worst thing is to come to one of these types of projects, which is one of the best that I have ever seen, and hear about all these great events and there is nothing going on the day that you show up. That is not the way Branson Landing lives, it is constantly a holiday. The majority of the tourists come to Branson expecting to see live shows. Branson Landing will provide live shows and specialty events to give special appeal to those visitors. All of the events and performances will be carefully choreographed to insure that the visitors experience the shops, eateries, waterfront and then on to Branson itself.

Mr. McBride then provided examples of the type of events and performances, signature features, and experiences they were talking about through a power point presentation. One of the traditions of Branson will be the lighting of the streets. An early evening event that magically signals the transition of day to night on Branson Landing. One by one the streetlights and marques flicker to life as the dusk descends on the Landing. Later at night bonfires appear and on the landings numerous fountains and ponds.

The “Parade of the City” is something we are all really excited about doing. This is an extremely unique signature parade that will draw visitors into all parts of the project. The majority of the parade is pre-programmed and will use the landings building facades and the street scapes and the waterfront in combination of music and electronics special effects and dramatic lighting and live performances to crate an event that is only available at Branson Landing. We have a lot of events that take places here. Celebrity Chef Food Festival tying into Branson Landings restaurants, cafes, and food retailers using local chefs and performers that work in Branson to create their favorite regional recipes. This is a natural opportunity for someone like the food network. They basically go on these regional tours to add exotic flair to their programming – they need a Branson Landing. Branson Landing would provide the performance base and the possibly the lodging for the production crew. They would videotape on site for a week providing both local and national exposure. Working arts festival,

artists whose art is for sale who actually create their art and craft during this week long show. This is not just the working at the easel. The visitor is invited into the artist-touring studio to watch the creative work in process. The Landing can have its own film festival done in connection with the movie theatre or independently. The pictures are projected on the walls of the Branson Landing buildings. Performance materials would include new film clips, Branson Area travel logs, short subjects, tastefully produced local merchants advertisements, and Chamber of Commerce information, along with street performers, and Bits and Pieces Puppet Theatre Troupe. This troupe uses 20 foot tall puppets out of the Lion King. While a permanent fixture in the Branson Landing entertainment district it will also be a living part of the "Parade of the City". Street performers will be the Landing's high-end circuit of performers or "buskers". These "buskers" have a millennium old tradition that will play well on the docks, streets and plaza of Branson Landing. The history of the area its unique character of the state are a natural for the close-up performers and style.

We want to have a lot of homespun events a wonderful way to involve the local community. These events would be low-key and typical of Branson hospitality. By example we could have local kids compete to build their own lemonade or cookie stands, and it would be for the best lemonade or the best cookies and the best looking stand with all the money going to local charities.

**Spring Break at the Landing.** Branson's restaurants, shops and entertainment would work in tandem with Branson Landings' event coordinator to provide exciting and wholesome and fun events for college age visitors.

There is the beautiful waterfront where you can see the fire right on the water. We have something that I think is spectacular and that is called the Spirit of America fountains. They really are sensational – a spectacle of water and light and music – that begins on Lake Taneycomo and cultivates in the heart of town. There are several beautiful water displays throughout the day, but the evening will provide the Spirit of America spectacle. It can be viewed along the waterfront from the length of it. It can be seen from the boardwalk and within Branson Landing.

The most dramatical is in the open-air theatre in the town center. You will see the kinds of events and happenings going on here in the town center in the plaza, and you can see the fountains right here in the foreground, a spectacular project. It is really unique, because it all blends together. This is a town that has been here since the late 1800's and it has turned into this tourist destination and a tourist mica. It has a lot of great entertainment and great beauty that is all here and probably the most beautiful spot in this entire town is the lake. This spectacular project that is going to go on there is a great project, stated Mr. McBride.

At this time, Rick Huffman stated that concluded their presentation and turned the floor back to the Mayor.

Mayor Schaefer then opened the floor for questions and comments by the aldermen.

Discussion was held by the aldermen regarding the total retail space; the expansion

capability; where the extra parking space would come from; the location of the fountains; whether there will be a covered walk over from the parking structure and the hotel; how the noise and vibration from the trains passing by was going to be addressed; how visitors would be transported from the parking lots; whether there would be any sporting events in the Convention Center; and the number of loading docks.

Jim Thomas addressed the Board regarding his concern that HCW Development Company, LLC is a limited liability corporation and is therefore the only financial responsibility the corporation has is very limited. Mr. Thomas asked for the Board to have all three of the people involved in the corporation to sign personally also because that is the financial statements that the City's attorney David Queen checked out. The contract the Board is considering signing is a Limited Partnership, and has no backup on their own personal financial statements, indicated Mr. Thomas. I am just cautioning you. You are getting involved with a company that doesn't have any assets. Rick Huffman replied, that in the Amended Redevelopment Agreement there is a substantial amount of equity that is required to be put into the development, and so the company is capitalized with the equity that has to be put into the development.

At this time, Mayor Schaefer opened the floor for a motion to approve the Conceptual Plans and Footprints for the Branson Landing project that includes the location of the private improvements, the Convention Center and the Convention Center Hotel, the on-site public improvements and related infrastructure improvements. Alderman Huff made the motion, seconded by Alderman Purvis.

Alderman Edie then asked if there was anybody else that wanted to address this issue from the audience? Mayor Schaefer opened the floor for discussion by the audience.

Mathew Miller of Baird, Lightner, Millsap, P.C. Law Firm in Springfield, Missouri addressed the Board stating he was there on behalf of the Australian group known as Branson Landing LLC. As the Board knows there is a federal lawsuit pending in the United States District Court, and I would ask it would be recognized and noted that for the record my objection to the motion has been entered. For the record I will be objecting to each motion that is submitted tonight.

Those appearing from the audience with questions or concerns were Bill Skains, John Logan, Chuck Pennell, Scott Long, and Donna Kennedy. The matters discussed were (1) concern about a possible move to cannibalize local businesses; (2) what the multi-purpose use would be in the Convention Center; (3) who contacted local businesses; (4) the possibility of a Ferris wheel; (5) the concern that this will be putting the present businesses at risk; (6) if there was a banking facility in the plan; and (7) whether the Convention Center could break-out into a large performance hall. Those speaking in support of the Conceptual Plans and Footprints were Larry Melton and Lance Long.

After receiving no other requests to address the Board, Mayor Schaefer called for a vote on the motion. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

At this time, Alderman Huff asked the City Administrator to outline the steps needed to proceed with the acquisition of the property where the Convention Center and Hotel will be located.

City Administrator Terry Dody explained the first thing was to purchase the property. Then the developer has to bring a signed commitment for the Convention Center Hotel to the Board. The next step would be for the City to pull together the finance team to prepare a Finance Plan for the Board that would show how we proceed, and the Board will have to approve this before any financing could be done.

Alderman Huff moved to direct the City Administrator to begin working with Citi Group, Gilmore and Bell, and CSG to prepare a Plan of Finance for consideration by the Board of Aldermen. Motion was seconded by Alderman Gass. Mayor Schaefer asked for question, receiving none, called for a vote on the motion. Voting aye: Gass, Barker, Martin, and Huff. Nays: Edie and Purvis. Motion carried.

At this time Mayor Schaefer called for a 5-minute break.

Mayor Schaefer then called the meeting back to order and asked the Clerk to present the next item on the Agenda.

First reading of Bill No. 2746, an ordinance approving a second amended and restated Technical Services Contract between the City of Branson and HCW Development Company, L.L.C., and authorizing the Mayor to enter into the contract, was read by title by City Clerk Williams.	BILL NO. 2746 AMENDED TECHNICAL SERVICES CONTRACT
Mayor Schaefer entered a motion approving Bill No. 2746 on its first reading. Alderman Purvis made the motion, seconded by Alderman Barker. Mayor Schaefer opened the floor for questions or comments.	

Mathew Miller of Baird, Lightner, Millsap, P.C. Law Firm in Springfield, Missouri addressed the Board for Branson Landing LLC, requesting the Board note his objection to the passage and consideration of this bill.

Alderman Edie stated he had a statement to read for the record. "In the six-months that I have been a member of this Board, I have observed the step-by-step processes that were required to move this project forward. As you know, I have supported this concept only on the condition that the project will pay for itself. To this end, the primary and perhaps the paramount step that must be satisfied before anything else can move forward is the developers obtaining detailed and binding commitments from prospective anchor retail tenants. As you are aware, these anchor tenants must be of a sufficient size and furnish accurate detailed sales projections in order to reasonably satisfy this Board that the project will be financially feasible to the City. The fact that the developer has been unable to deliver these anchor commitments to date tells me, that we should face the fact that sufficient and binding commitments may in fact, may not be forthcoming. This long process has been very difficult for everyone, especially the landowners along Sycamore Street, whose future we hold in our hands, to some degree. I believe it is time for this Board to step up and take some positive action, push this project or

face the fact that due to outside circumstances, our timing may be wrong and we need to move in a different direction.” Therefore, your Honor, I move to amend the Amended Technical Services Contract, changing the following: 1) Page 2, Section 1, Paragraph 3, moving the final commitment date forward from March 31, 2004, to January 31, 2004. Motion was seconded by Alderman Purvis. Alderman Purvis stated he would just like to say that he has had many people comment about when something was going to take place on the lakefront. It seems we have accommodated setting out deadlines and dates to the point that it appears that nothing is taking place. By bringing these deadlines back, we are forcing the issue for something to take place, and I don’t believe we are forcing it to the point of causing failure. Alderman Huff then asked Rick Huffman to address this proposed amendment. Rick Huffman indicated HCW has done everything they were to have done, under the Development Agreement. We cannot deliver a binding agreement without a lease, without the acceptance of the Master Plan, and without the assurances that the 404 will be completed. We haven’t been given assurances on the bridge or the date of the opening of it; the widening of the roadways. The market study was just released this week by ERA, and the HVS study will be released this next week. All of these things have a play in getting the leases signed. You have given us no assurances that you are going to issue the Bonds. Therefore, we need that time. The PD that has been prepared by City staff is going to the Planning & Zoning Commission next meeting. How can we go to the retailer and tell them their allowed uses, when you haven’t approved a plan of development of this project, asked Mr. Huffman. Alderman Huff asked David Queen to address this proposed amendment. Mr. Queen said there were a series of dates in both the Technical Services contract, as well as the Redevelopment Contract, that have come and gone. Neither party have met their conditions on fulfilling their obligations on those dates and that is one of the reasons we are back here extending those dates. If we put the developer under a time deadline just to fill it, then there is the concern that we will wind up with a group of tenants that is not the best and optimal tenants. It could be inconsistent with the ERA Study that made the point that this has to be a special project. There are equal portions of blame between us regarding meeting those deadlines. These new dates are realistic and we will be very fortunate to meet them. There is a chance that we will be at March 21<sup>st</sup>, and we will be only 70% there or 80% there. These things always take longer than you expect. This is your best chance at a retail project down there, indicated Mr. Queen. Members of the audience addressing the Board with questions and comments regarding this amendment were Chuck Pennell, Mark Weisz, and Gary Groman. At this time, Alderman Purvis removed his second to the amendment, and Alderman Edie withdrew his amendment. Mayor Schaefer stated the amendment was withdrawn and the floor was considering the first reading of Bill No. 2746.

David Queen, Counsel for the City of Branson suggested a correction to the Second Amended and Restated Technical Services Contract as on page 8 there was a sentence they did not mean to be in the contract. Alderman Huff then moved to amend the Second Amended and Restated Technical Services Contract, page 8, Section 9 beginning with the words, “If following the date the City has formerly approved the Conceptual Plans for the Redevelopment Project”; and continuing through the very end of the paragraph, “in writing in advance by the City”, be deleted. Motion was seconded by Alderman Gass, and Mayor Schaefer called for the vote on the amendment. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

Members of the audience addressing the Board on this item with questions and

comments were John Logan, Dan Ruda, Chuck Pennel, and Donna Kennedy.

Matthew Miller for Branson Landing, LLC also addressed the Board stated he wanted to remind the aldermen in light of the pending federal lawsuit that he was objecting to any passage or consideration of this bill at this time.

Mayor Schaefer then called for a vote on the first reading of Bill No. 2746 as amended. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried

The next item before the Board was the first reading of Bill No. **BILL NO. 2747**  
2747, an ordinance approving a First Amended and Restated **AMENDED**  
Redevelopment Contract between the City of Branson and **REDEVELOPMENT**  
and HCW Development Company, L.L.C., and authorizing **CONTRACT**  
the Mayor to enter into the contract, was read by title by City  
Clerk Williams. Mayor Schaefer entertained a motion approving the first reading of Bill No.  
2747. Alderman Purvis made the motion, seconded by Alderman Barker. Mayor Schaefer  
then opened the floor for discussion or comments from the audience.

Mathew Miller for Branson Landing, L.L.C. addressed the Board saying for the record, would they note his objection to the passage and consideration of this Bill.

After receiving no additional comments from the audience, Mayor Schaefer called for a vote on the first reading of Bill No. 2747. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

First reading of Bill No. 2748, an ordinance approving a Master **BILL NO. 2748**  
Lease between the City of Branson and HCW Development **MASTER**  
Company, L.L.C., and authorizing the Mayor to enter into the lease **LEASE**  
agreement, was read by title by City Clerk Williams. Mayor Schaefer **AGREEMENT**  
entertained a motion approving the first reading of Bill No. 2748.  
Alderman Huff made the motion, seconded by Alderman Purvis. Mayor Schaefer then opened  
the floor for discussion or comments from the audience.

Mathew Miller for Branson Landing, L.L.C. addressed the Board asking that the record reflect his objection to Bill No. 2748.

David Queen, Counsel for the City of Branson informed the Board he wanted to point out that this lease is tied to the same dates that are in the Technical Services Contract and the Redevelopment Contract. It doesn't begin until the City successfully markets the Bonds to finance the Convention Center and the off-site public improvements. This lease terminates if the deadlines in the Technical Services Contract are not met. The agreements rise and fall together. They all fit together and that is a very important point. Mr. Queen said the other thing he needs to mention is that there was an absolute prohibition of gambling on the premises in this document. One of the comments from the public at the Public Hearing held previously, was whether or not that would prohibit them from docking a boat at the premises and conducting gambling facilities on the boat, whether the boat stayed moored or whether the boat left. The developer has agreed to an amendment that appears in Section 1.5 in the

second sentence, and this change has been made in the document before you.

Discussion was held regarding the gambling language in the Master Lease. Those members of the audience addressing the Board regarding this were Bob Cox, Pat Cox, Rick Huffman, and John Logan. After the discussion, Alderman Purvis moved to amend the document, adding the words “the sole means of” following or preceding the words ingress or egress in Section 1.5 – Occupancy of Premises. Motion was seconded by Alderman Huff. Addressing the Board regarding this amendment was John Logan. After considerable discussion Alderman Purvis Called for the Question. Mayor Schaefer called for a vote on the Call for the Question. Voting aye: Gass, Barker, Martin, Huff, and Purvis. Nay: Edie. Motion carried. Mayor Schaefer then called for a vote on the amendment. Voting aye: Gass, Barker, Martin, Huff, and Purvis. Nay: Edie. Motion carried. Mayor Schaefer then opened the floor for any additional discussion . Addressing the Board were Donna Kennedy of the Hometown Merchants Association, and Chuck Pennell. Having no further discussion from the audience or the Board, Mayor Schaefer called for a vote on the first reading of Bill No. 2748 as amended. Voting aye: Gass, Barker, Martin, Huff, and Purvis. Nay: Edie. Motion carried. At this time Alderman Huff made a motion to approve the bill on second reading by unanimous consent, and seconded by Alderman Barker. Voting aye: Gass, Barker, Martin, and Huff. Nay: Edie and Purvis. Motion failed.

Alderman Purvis stated he had a prepared statement he would like to read into the record as follows:

“The City of Branson has purchased and prepared a tract of land for the Branson Landing. We have secured the TIF for the funding of the convention center. We are negotiating for the purchase of the convention center land. We have entered into many contracts for feasibility and engineering studies. We have spent millions of dollars and countless hours of personal input and contract negotiation. We have selected a developer through the process and HCW has also committed hundreds of thousands of dollars and countless hours of personal time to the project. At this point we are ready to enter into a lease agreement with the developer. I am convinced we (City of Branson and HCW) have shown our commitment to proceed and complete Branson Landing/Convention Center. With the lease agreement in place I want to see 80% retail commitment anchors over the next 90 days before we invest in the convention center (Sycamore Street) property. I do believe the convention center should be built along with the retail space as a completed parcel. We have retailers and anchor tenants saying, get the convention center property, then they will say sell the bonds, then they will say build it and we will come. I think it is time for our partners in progress to step up to the plate, to get on board now as we work through the process in the days to come together. By signing contracts for occupancy our retail business partners will only add momentum to the vision. Enthusiasm and excitement will grow with each step in the development of the Branson Landing/Convention Center.”

Alderman Barker stated he would like to thank Lance Long for reminding him as to why he set on this Board. I got involved with the City Council because I wanted to see our community continue to grow and be better. I would not be here and I would not be in support of this project if I did not think it would be for the betterment of the whole community. We will continue to work through the issues as we go along. We want to make sure that we have

answered the questions and that we have done our due diligence in how we proceed, and that we do a project that everybody can be proud of once it is done. “Welcome to our community and feel free to come and speak at any time. You don’t have to be in agreement with us.” I believe that we are where we are today because we have the forward thinking, and we don’t have to look to gambling in Rockaway Beach to be our salvation. The answer is build your community as you want it built in a manner so we don’t have to have gambling here. This project will be to the betterment of everybody and every business in this community.

Alderman Huff spoke saying he had reams of paper pertaining to this project and all of the early public meetings, and it seems to him that they are right on target. One of the promises made was that it would be a “world-class” development, and we are on target on that also. It will be something that our citizens will use, can be proud of, and have more access to the water, and a seamless tie-end with the historic downtown district. We are creating something unique with different entertainment and shopping options and not just a shopping mall. I think we are dead-on-target, and I am pleased with everything I have seen and the way we are progressing. I just want to remind everybody that we are keeping our promise.

**ADJOURN:**

Mayor Schaefer entertained a motion to adjourn. Alderman Gass made the motion, seconded by Alderwoman Martin. Voting aye: Gass, Barker, Martin, Huff, Edie, and Purvis. Nays: none. Motion carried.

**ATTACHMENT “1”  
BACK-STORY  
BRANSON LANDING**

**“Branson Landing is a dynamic Waterfront District. It is a Center of Commerce, Transportation, Finance, Entertainment, and Society. It is the Waterfront District that has grown up over the last 180 years from the early pioneering days of Missouri, to the founding of Branson, through two world wars and the birth of one of America’s great tourist playgrounds. From cotton and tobacco gins, lumber mills and canneries, to the waterfront destination of today.**

**The Landing has all the things that great small towns have, it has preserved the wonderful buildings of the eras, and continues to build for the future. Therefore Branson Landing lives on in time. You’ll find a steamboat landing from the 1860’s; a post office from 1885; a newspaper office from 1910; a toy factory from the 20’s; a wonderful downtown shopping street from the 1940’s; a movie palace from the 70’s; and an office building with apartments above built this year. Numerous real buildings from the area such as the Branson Hotel, the Winch Spoke Company, and the American Pencil Company that inspired the kinds of buildings you will find in this project.**

**The Landing is both dynamic and charming. It has been lovingly maintained by its residents. Each day feels like a holiday at the Landing. Paddle wheelers still work their way up the lake and dock at the pier that house kiosks and pushcart vendors trade in all sorts of delicious food and exotic merchandise. Fountains, gardens and meandering streams flow through the landing as do flower vendors and street performers providing goods not just from Missouri but from all over the world. A three-wheel bicycle peddles its way thru the Landing to alert guest of its offerings of ice cream and bakery goods. A trolley prowls the streets providing both transportation and commerce as it houses rolling carts of flower shops and what ever happens to be there.**

**The continuing growth and development of our town in Branson Landing has provided a café district around the central town square with its water sculptures and open air amphitheater with a magnificent lake overlook. Outdoor seating is provided on the streets and dockside patios while dining and dancing. A street of merchants have been sculpted from the old warehouse buildings with expansive store fronts brought up-to-date by embellishing the facades with canopies, logo signage and window displays.**

**An area of the Landing centered around the early 20’s is a toy factory. It provides entertainment, interactive attractions and architectural surprises for all ages. Street players, sound and light shows, parades, dazzling pyrotechnical displays and outdoor concerts enliven the streets and plazas in a constant staccato of fun and excitement. The evening is especially magical as the street lights and the marquees glow to life along the Main Street of town. The music district of bistros hold court at night with music drifting from the clubs into the streets. Destination restaurants perched above the lake offering tranquil views to the bluffs beyond.**

**For those fortunate few, the Ozark’s finest loft apartments line the waterfront**

**providing the best of both the country and the town. A complete town that also provides hotel lodgings and a state-of-the-art Convention Center complete with a major exhibition hall, a magnificent ballroom and banquet space and two floors of meeting and conference rooms. Both the locals and tourists are invited to enjoy the beautiful parklands and stroll the magnificent shores of Taneycomo along the boardwalk that runs the length of the project.”**

**This is Branson Landing – “The Great American Waterfront Town.”**