

**MINUTES OF THE SPECIAL MEETING OF THE MARKETING REVIEW
COMMITTEE
CITY OF BRANSON, MISSOURI, DECEMBER 03, 2003**

The Branson Marketing Review Committee met in special session in the Council Chambers of the City Hall on December 03, 2003 at 9:30 a.m. with the following members present:

Chairman Ron Huff presiding, with Beverly Martin, Cindy Merry Steve Hartley , Bill Weimar, Chris Jordan, Patricia Broekling and David Edie present. Absent: Steve Scherer

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

At this time, Chairman Ron Huff stated, this meeting was called to hear presentations by Communications Groups, and WKP/YPB&R on the RFP's submitted for marketing for the City of Branson. Mr. Huff then stated there was a two-hour limitation for each group, and the first presentation would be by Communications Group and turned the floor over to them.

Dan Cowling, agency president of Communications Group from Little Rock opened by saying this was a collaborative effort between two firms: The Communications Group of Little Rock, Arkansas, which Mr. Cowling was the president of, and Montgomery Stire & Partners of New Orleans where Frank Stire is the principle. The two firms have extensive backgrounds in tourism, and defined what the Team Roles would be; destination tourism promotion would be done by Montgomery Stire & Partners, and Communications Group would do the strategic planning. First Mr. Cowling stated, Branson is going to need to reinvent the brand, and their firms would work together on the strategies to develop that new brand by using a media software program they have that tracks responses by market, by medium, by message, in 24-hour increments, 48-hour increments, and weekly increments. He then listed three things that said what their position for the presentation was. (1) They have the experience; (2) they bring something to the table that is a little bit unique compared to at least one of the competitors; and (3) they will also bring a transition plan for 2004.

Mr. Cowling, Mr. Stire, and Neal Moore then presented a power point response to the twenty-six (26) questions sent to them by the Marketing Review Committee. After the presentation, Mayor Pro Tem Huff opened the floor for questions from the Board, and the Marketing Committee. After several questions were answered, Mayor Pro Tem Huff then asked if anyone in the audience had any questions. Hearing none, Mr. Huff asked if anyone else on the Board or the Committee had any additional questions. Hearing none, Mayor Pro Tem Huff thanked the Communications Group for a very informative presentation.

At this time Chairman Huff called for a break before beginning the next presentation.

Chairman Huff called the meeting back to order at 11:30 a.m., and said the next presentation was the WKP/YPB&R Group from New York.

Peggy Bandell, Ludevick Lanae, and Ty Christian from WKP/YPB&R addressed the Board and the Marketing Review Committee.

Ty Christian spoke about Branson's brand, and what it stood for. He said their vision for Branson was to use one of our strongest brand of entertainment, to provide us with a innovative brand strategy. Also to broaden the demographic appeal of the brand, and people will start discovering a different experience in Branson. And to level the demand season, by doing special events or create a calendar of events, and to reinvent the overall brand of Branson as a destination. The key program goals are to promote Branson as a great resort, but also as a great meeting destination with the convention center coming on board to broaden the audience to a family market, to promote a professional meeting and convention planning area, to lower the age demographics to 34 to 64 years of age, to talk more of the entertainment element, to talk about the retail, and the other great activities you have going in Branson. The process is to first understand the current image and turn it into a desired position to market target audiences. He said they have a thing called 'Story End', and through this process they would create a Branson Story, and would put the Branson Story into a number of integrated communication programs along with a concept called brand casting. We distill facts and information into a sixty-minute story. Once that story is cultivated and in a package, they would put it into a wonderful thing call "Brandcast". Brandcast is a unique one-hour program that bakes the Branson brand into the story. They would then take it to a national cable TV network, and obtain co-op partners such as Kodak, GM and other places and broadcast the program to a different market. Mr. Christian stated they were currently doing that with the State of Colorado with a show called "Courage Colorado".

Peggy Bandell, Ludevick Lanae, and Ty Christian then presented their response to the twenty-six (26) questions sent to them by the Marketing Review Committee. After the presentation, Chairman Huff opened the floor for questions from the Board, and the Marketing Committee. After all questions from the Board and the audience were answered, Mayor Pro Tem Huff thanked WKP/YPB&R for coming all this way to Branson and for their informative presentation.

ADJOURN:

Chairman Huff adjourned the meeting at 1:30 p.m.