

**MINUTES OF THE SPECIAL MEETING OF THE MARKETING REVIEW
COMMITTEE
CITY OF BRANSON, DECEMBER 04, 2003**

The Branson Marketing Review Committee met in special session in the Council Chambers of the City Hall on December 04, 2003 at 9:30 a.m. with the following members present:

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

Also in attendance were: Assistant 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 a presentation by Branson Lakes Area Chamber of Commerce on the RFP's submitted for marketing for the City of Branson. Mr. Huff then stated there was a two-hour limitation as that was what the Committee allowed for the other two groups that have already completed their presentations. Chairman Huff then informed the audience the Committee would not be taking public input from the audience as this is a committee meeting only, and then turned the floor over to the Chamber for their presentation.

Pat Cox, President of the Chamber Board addressed the Board and the Committee and introduced the other speakers that would be talking: Ross Summers, Executive Director, Branson Lakes Area Chamber; Chris Myer, Chairman of the Marketing Advisory Council; and Linda Antus, a marketing expert with Silver Dollar City. Mr. Cox said the Chamber has three objectives they wanted to accomplish today. (1) The first objective and most importantly is to answer your questions thoroughly and directly; (2) the second one is to provide you with insight into our organization that will help you make a fully informed decision as to what we really offer; and (3) we are going to pass along a contagious spirit of stewardship and a passion that will help you make a fully informed decision in order to make the most of the marketing dollars. What we are about is the managing of this money on behalf of the stakeholders, our community.

Pat Cox, Chris Myer, Linda Antus, Ross Summers, and Steve Presley, Chairman of the Advertising Committee for the Chamber then presented a power point presentation in response to the twenty-six (26) questions sent to them by the Marketing Review Committee, and invited the Board and the Committee members to ask questions as they went along. Questions were asked during the presentation and answered by the Chamber. At 11:30 a.m. Mayor Pro Tem stated that the Board and Committee have to wind up this presentation as a level playing field for each presenter had to be created, and the other presenters were only allowed two hours. Chairman Huff then thanked everyone present from the Chamber for their presentation, and their input and closed the meeting.

ADJOURN:

Chairman Huff adjourned the meeting at 11:33 a.m.