

MINUTES

**THE REGULAR MEETING OF THE
BOARD OF ALDERMEN
CITY OF BRANSON, MISSOURI
November 8, 2016**

INTRODUCTORY

The Board of Aldermen of the City of Branson, Missouri, met in regular session in the Council Chambers of the City Hall on November 8, 2016, at 7:00 p.m. Mayor Best called the meeting to order with the "Pledge of Allegiance" and Jamie Rouch gave the invocation.

ROLL CALL

City Clerk Westfall called roll: Mayor Best presiding, Mike Booth, Kirsten Hart, Rick Todd, Betsy Seay and Rick Castillon. Absent: Bob Simmons.

Also present from the City were: City Administrator Bill Malinen, City Clerk Lisa Westfall, City Attorney William Duston, Public Works Director and City Engineer David Miller, IT Director Chad Forster, Police Chief Stan Dobbins, Parks and Recreation Director Cindy Shook, Utilities Director Mike Ray, Human Resources Director Jan Fischer, Planning and Development Director Joel Hornickel, Finance Director Jamie Rouch and Fire Chief Ted Martin.

EMPLOYEE OF THE MONTH

Alderman Booth presented Jonathan Thomason of the Public Works Department as the November Employee of the Month in recognition for displaying the City of Branson Values of Teamwork and Cooperation; Service and Courtesy; Safety and Excellence.

PUBLIC COMMENT

Mayor Best began the Public Comments section of the Board of Aldermen meeting by stating the Board would hear citizens that signed the Speaker's Sheet in the order they are listed on the sheet.

Cindy Merry, 67 Melody Manner Lane, Reeds Spring, Missouri, stated she is going to read a prepared statement from the Theater League. "We are here to ask that the City form your own independent Blue Ribbon Task Force to recommend to you what steps should be taken to ensure the economic viability of the live show industry in Branson. Here is a copy of the letter that we the League sent to our City Administrator requesting this action to be taken and outlining its purpose, goals and composition. We met with Bill and some of our City Council last week and provided some preliminary documents to address why this is in the best interest of the entire City of Branson. Bill requested additional documentation and we are here tonight to provide some of that information so that the City will realize that all of the documentation to base this decision on our request actually exists with the City and its agency. We believe that the City Council should advise our City Administrator to create this Blue Ribbon Task Force." Ms. Merry asked the Board if it would be interested in forming the Task Force right now. "We ask you to decide to do this tonight, the reason for our request for you to act urgently is that you will soon be asked to approve a marketing plan and budget for 2017. As your leading generator of visitors to the City of Branson, we believe that

independent tourism marketing experts should review the proposed plan. Just as the City uses experts of their own to review plans submitted by outside vendors for roadwork, construction or any other numerous projects, we believe the same care should be taken with our marketing plan. The tourism tax dollars designated for tourism, and that you spend on behalf of the community, should yield the best possible result for the stakeholders inside the City of Branson. We believe that this Blue Ribbon Task Force would provide the City Council consistency and goal-oriented marketing for tourism. We also believe that the City Council should get this advice before you pass the 2017 marketing budget and plan that is being recommended by your agency. Show business is the unique identifier for the City of Branson's number one industry; tourism. There has been a decline in theater revenue and retail revenues in the month of November year-over-year from 2014 to 2015. In addition, projections for this November show little if any improvement. Since November is typically one of the strongest months of the year due to the Christmas season and Veterans Week, the Show League believes that a drop in this vital period is potential harbinger of the overall direction of tourism in the future. Based on the City Council's comments during the October 20, 2016 Study Session, we became painfully aware of the City Council's lack of information and the misunderstanding of our request, but also the misunderstanding of tourism marketing overall. This leads us to believe that the City and its agency have not gathered together the accurate facts, research, citizen input and other necessary information to provide to the City Council the ability to make a well informed decision. That is what the Blue Ribbon Task Force would do for the City Council. In order to provide accurate information and advice to the City Council, the Blue Ribbon Task Force would gather the information, review the research, hear the stakeholders, as well as marketing experts, and set real goals that are important to our businesses. Therefore we ask that you take steps immediately tonight to make sure you make the best use of the 2017 tourism tax dollars. The Theater and Show League believes the City has a fiduciary responsibility to make sure the City's most vital tourism driver, shows, remains vital and grows. We believe you should gather the best minds in the community and let them work together to help you chart a positive course for our future. As requested in the letter sent to our City Administrator, the Blue Ribbon Task Force would be made up of representatives of all major stakeholder groups within Branson. These would all include from the different associations, including the Branson Show League. We believe that the City Manager can set up the Blue Ribbon Task Force without it having to be voted on by Council and we're asking you to do so tonight." (See Attached Handout)

Andy Holloway, declined the opportunity to speak.

Sheila Dutton, 3454 W. Highway 76, Branson, Missouri, stated she is here to listen and learn and give some perspective on things she's learned over the past 20 years. Ms. Dutton commented she's found it takes years to get a good handle on Branson's market and said many people say Branson's market is like none other they've operated in. She mentioned she's seen many people come to Branson and ignore advice given to them by those who have been in Branson for a long time and they lose their money. She added, no one understands aspects of the market like people who heavily invest in it, especially those who have made a successful show or have purchased a theater and made it work. She stated people who have not gone through this process shouldn't feel bad about not understanding the market, but feels success will be achieved much quicker if people rely heavily on the experience of those who have been through this grueling process. Ms. Dutton reported the Christmas Season is the most lucrative time of the year and during her family's first year in town, a friend told her they make as much money during the 4-5 week Christmas Season as they do the rest of the year. She explained her family took their friends advice for succeeding in Branson and they've come to appreciate it immensely. She added, Branson has to protect and expand upon this highest producing time of the year. Ms. Dutton stated a marketing rule of thumb is to spend 80% of the marketing budget on current markets and 20% developing new markets. She added, this rule also applies to our highest producing demographic. She said she feels it's good to reach out to people who are not coming to Branson, but should be done in a way that makes Branson's highest demographic feel appreciated. She commented seniors as a group have the largest discretionary spending power of any group and they also have the most flexible discretionary travel times. Ms. Dutton explained one demographic doesn't exclude any others and reported a trend is grandparents travel with grandchildren and many extended families have vacation reunions. She mentioned what makes Branson unique is the shows as they have the power to attract people from far away and get them to return to Branson. She mentioned the Dutton's 5th national television special is about to air across the United States which will draw people to Branson from all over the country. She commented hotels, restaurants, attractions, beautiful

scenery, sports facilities and roller coasters all help make the Branson experience delightful, but she's heard from many visitors they have all of these things in their states, but the shows are the unique draw to Branson. Ms. Dutton mentioned speaking recently with a group of ladies from Australia who have been visiting New York, London and Las Vegas for years and now their favorite destination is Branson. She said she feels Branson needs to improve getting the message out by using the tax money generated in an effective way. She stated she doesn't believe Branson has ever gotten really good at doing this and has heard many local people make uninformed comments about Branson's show market. She stated for years she's marveled at the beautiful roadways and buildings a town of Branson's size could have. Ms. Dutton mentioned a local show owner recently told her she felt she was being taxed without representation. She added, she implores everyone to come together in gratitude and recognize the unique blessings that have been poured out upon the City of Branson and not take lightly what we have here. She commented it will take years to add additional strong demographics to our tourist roster, so as Branson works towards this it shouldn't kill the goose that lays the golden egg. Ms. Dutton asked the Board to form the Blue Ribbon Task Force to ensure there are people advising them who understand Branson's show market.

Tate Womack, introduced himself as a representative from Grand Country Music Hall and President of the Branson Show League. He said he would like to read a prepared statement from the Show League. He commented the main reason why the City of Branson should create an independent Blue Ribbon Task Force is to study how to best promote the show industry and thus the City of Branson. I will be providing a few of these reasons. Reason one: So the City has all the information it needs to act in this matter. We have created a document that addresses just eight of the comments made during the October 20th Study Session that contains our response. We believe that a Blue Ribbon Task Force most likely would not have only kept the need for our request from occurring in the first place, but would also have made sure that if such a request came before the City Council they would have knowledge and accurate information to make a decision. An example of this would be a commitment from our City Council where one Alderman suggested that a respected leader from the past would have insisted marketing be done right, inferring that the Theater League plan was not the right way to do this. The Show's response: The Show agrees that marketing experts are needed to give their opinion on marketing plans. No one at the City Council Study Session asked for clarification on tactics presented, nor did they cite any data refuting the tactics despite most Aldermen recognizing that they were not experts in the field. In fact, had the City Council asked, documentation could have been presented showing the Branson Show League's successfully cooperative marketing programs with the Branson Lakes Area Chamber Of Commerce and the Branson Airport and many others. In addition, it does not take a marketing genius to know that all the available marketing tools should be used to market all the area's primary tourism drivers. Our goal in this: How does the City Council believe that our pioneers and visionaries would actually rate the Branson Lakes Area Chamber of Commerce Marketing Plan that virtually omitted Ozark Mountain Christmas from its primary print publications, omitted Christmas show coverage from the Holiday E-Newsletter and had incomplete coverage of shows on its official website throughout the 2015 season and continued this terrible coverage until two weeks after the Branson Show League expressed concern to City Council? And this is after two years in a row of attempts by volunteers to address this problem. Reason two that we need a Blue Ribbon Task Force: So the City understands that this has been an ongoing problem and has been brought to their attention in the past. On Ozark Mountain Christmas shows and the marketing thereof, with the internet marketing and the properties of the website, we have records dating back to the Fall of 2014 pointing out problems to the CVB. We have audio recordings, video, stacks of emails, minutes from TCED, minutes from DMC, the minutes of the Branson Lakes Area Chamber of Commerce, personal testimony. There was even an attorney representing Michael London at City Council in December of 2015 to ask for a review and delay in approving the 2016 marketing plan. Using the poor marketing of Christmas on the website as an example of the problem. In addition, the City appoints a representative to the Board of Directors of the Chamber as well as two representatives to the Tourism Community Enhancement District Board and in the beginning there was a City Council member on a recently eliminated Marketing Advisory Council. In every incidence the City represented us, we're participating on boards and councils where information was being shared. In addition, the CVB has a Chief Marketing Officer, a variety of staff members, many outside partners that provide professional services including web design, digital advertising, creative and research and more. There are volumes of minutes and research and data and more. The CVB also reports quarterly to the City Council and meets regularly with the City Finance Department and the TCED.

Lena Hughes, 3425 W. Highway 76, Branson, Missouri, stated she is on the Board of Directors and is Treasurer of the Branson Show League. She mentioned she is also co-owner of the Hughes Brothers Theater. She questioned why the City of Branson is surprised by this matter being brought to its attention by a group of volunteers. She explained this is why a Blue Ribbon Task Force is needed and commented the League advises the City Administrator to create one now. She commented another reason a Blue Ribbon Task Force is needed is so the City becomes aware the stakeholders have had their participation in the City's marketing program limited, resulting in valuable historical knowledge being lost which is beneficial to the interest of the City. Ms. Hughes stated when Branson's tourism tax was first passed and the contract for marketing was given to the Branson Lakes Area Chamber of Commerce, it was with the understanding there would be a council consisting of stakeholders from different parts of the tourism industry. She explained, these stakeholders were to be marketing experts within their own disciplines and provide advice on the marketing of Branson. She added, members were to be both elected and appointed to ensure representation and marketing expertise and this group was known as the Marketing Advisory Council of the Branson Lakes Area Chamber of Commerce. Ms. Hughes stated it included a representative from the City of Branson after the Tourism Community Enhancement District (TCED) was formed. She added, a marketing tax was created and an extension of this principle was enlarged by creating a District Marketing Council that was comprised of members of the Marketing Advisory Council and representatives appointed by the TCED Board. She commented the District Marketing Council also included a representative from the City Council and the TCED Board. In 2014, the Branson City Council signed a contract with the Branson Lakes Area Chamber of Commerce (BLACC) with the understanding this was the model for citizen participation in the use of the marketing tax dollars. In September of 2015, the BLACC changed its Bylaws and eliminated the elected Marketing Council and replaced it with an appointed District Marketing Council. Ms. Hughes commented in December of 2015, the TCED agreed the structure of an appointed DMC Committee was ok. She added, even though a member of the TCED Board recommended the TCED should have its own marketing oversight committee, the suggestion was dismissed. She reported the appointed DMC now meets every other month and most of the working committees that existed in support of the marketing of the City of Branson have been eliminated, reduced or had their amount of meeting time limited. She commented while no one wants to attend a lot of meetings, the League believes volunteers offering their expertise would have eliminated the loss of Ozark Mountain Christmas in the year-round marketing of Branson, because historical knowledge is important. She added, when a member of the DMC was asked if he thought he was representing the Branson Show League he said no. She commented this demonstrates the League does not have adequate representation and on the current DMC there are multiple appointees that do not represent businesses within the City of Branson. Ms. Hughes explained the League wants real representation when it comes to the use of tourism tax dollars that are designated for marketing and collected in Branson. She said the League believes limiting the participation of stakeholders from within the City of Branson has caused the loss of important historical knowledge and diluted the marketing message for Branson's key industry which was never the intention of the City Council. Ms. Hughes stated when the tourism tax was passed, it was passed with the understanding stakeholders would be involved. She added, when the Chamber was asked to make use of the tourism tax dollars for marketing, it was with the understanding there was a representative council in place. She commented this is why a Blue Ribbon Task Force is needed so representation can be given to stakeholders. She asked the Board to advise the City Administrator to create the Blue Ribbon Task Force.

Michael London, introduced himself as Publisher and Owner of Branson Update Magazine which has marketed Branson across the United States and Canada for 23 years. He expressed his desire for the City to form an independent Blue Ribbon Task Force to act as a marketing oversight committee comprised of stakeholders from within the City limits to create goals for the use of the City's tourism tax marketing dollars. He added, the Task Force would ensure active and robust participation from stakeholders and provide accurate monthly marketing briefings to City Council. Mr. London stated Blue Ribbon Task Forces are commonly used by civic organizations to address critical topics where existing groups may hold too much political sway to be independent. He added, the League feels this is a critical topic and it's not the role of the Branson/Lakes Area Chamber of Commerce and CVB to create the task force, it's the City's. Mr. London stated it would be impossible for the CVB to independently assess the negative impact of their own marketing activities or lack thereof. He commented the Chamber has already been approached on these matters and has shown unwillingness to even consider alternative paradigms. He added, even when clearly bad marketing mistakes have been addressed privately and publicly with the CVB they have not made

corrections, nor have they addressed the level of concern expressed by leading stakeholders in the community. He stated a streamline example of this would begin with an email he sent to the CVB in 2014 advising them the E-Newsletter on Ozark Mountain Christmas didn't have any Christmas show photography or any description. He said their response was prompt, but apparently didn't influence the future as throughout 2015 there continued to be a lack of Ozark Mountain Christmas messaging on the website and other CVB marketing tools and platforms. Mr. London mentioned in 2015 he sent numerous communications about the lack of Christmas marketing on the community website and other marketing tools. He said he also sent multiple emails to the CVB, visited with the CVB Research Company President, visited with the Chairman of the TCED, went to public meetings and produced and showed video presentations. He added, he even hired an attorney to address City Council on his overall concerns regarding the branding efforts used and lack of Ozark Mountain Christmas marketing as an example. He stated he had his attorney ask City Council to not approve the 2016 marketing plan and to take a look at the CVB's official website first to try to find Christmas shows. He added, this didn't happen and the City Council passed the plan the same evening. Mr. London commented in addition, before they passed the plan, City Council was advised by their agency that everything was fine in response to the presentation he made. He stated now we see in 2016, despite all of these efforts and until two weeks after the Branson Theater League came to City Council, the exact same problems were occurring. He commented the CVB's lack of marketing of Branson's core product during its biggest season of the year is reason enough the Board should create a Blue Ribbon Task Force. He added, it would be independent and the Board would be able to determine the best way to spend the marketing dollars in the future. Mr. London reported when the City Council turned to its agency for advice on the Branson Show League's request regarding Christmas marketing money, the agency apparently directed City Council's attention away from the question of why tourism tax dollars were not being used to market Ozark Mountain Christmas. He questioned why the CVB was ignoring its own entertainment study from 2013 that said visitors and non-visitors would come to Branson for Christmas show productions. He said the reason the League is here this evening is to ask the Board to form this task force.

Pat Joyce, 1 Stafford Place, Branson, Missouri, commented he thinks it's a good idea to form the Blue Ribbon Task Force. He said he's endorsed this idea as he is down about 5% in sales and visitor traffic this year which equals about \$2 Million. Mr. Joyce stated his marketing budget is about \$9 Million annually, and over the years he's spent about \$100 Million marketing Branson. He reported about 30% of this was geared toward outside Branson to the eight state area he operates in. He commented he's a stakeholder in Branson and has invested \$200 Million in Branson along with his partners. Mr. Joyce stated he and his partners have confidence in this program and feel the people who put on the shows should have some say in how their product is marketed.

Gary Groman, 350 S. Wildwood Drive, Branson, Missouri, stated he doesn't know much about Blue Ribbon Task Forces, but what he does know is what he's heard at these meetings and from speaking with friends and associates in the show industry. He commented although he doesn't know the technicalities of everything, he knows these people wouldn't be here if they didn't think they had a problem. Mr. Groman stated as he listened to Sheila Dutton's comments, he feels the marketing rule of thumb she referred to makes a lot of sense. He stated in his opinion and based on what he's heard, the City has adopted a marketing program that's trying to bring in a new demographic. He said it doesn't make a lot of sense to him at a time when nationally trends are going down, to spend millions of dollars trying to develop a market that doesn't tend to go to shows. Mr. Groman stated this is important to him because he believes very strongly that Branson's economy stands on tri-pod held up by Silver Dollar City, lakes and natural resources and shows. He said this is what differentiates Branson from everything else and is backed up by the CVB's own reports. Mr. Groman said 55.8% of people reported live shows is their primary reason for coming to Branson, 25.4% reported Silver Dollar City is their primary reason and 17.9% reported shopping is their primary reason for coming to Branson. He added, every other reason was under this. He said these are the reasons they come here, but it's reported that what people actually do when they get to Branson is 71.8% of people go to shows, 65.5% of people go shopping and 32.3% go to Silver Dollar City. He expressed his concern for not giving shows the priority he believes they are entitled to as they are one of Branson's primary economic sources. Mr. Groman said he hopes the Board will hear the League's concerns and provide some assistance. Mr. Groman provided some calculations for the Board and said according to his calculations of the marketing tax based off the figures provided in the Chamber's report, it seems there's

quite a difference. He mentioned seeing statistics about the City's revenues going up, but feels if show owners are not seeing people coming in, what good is it. He asked the Board to show compassion and concern and give the Theater League a Blue Ribbon Task Force.

HEARING

Hearing to consider the action on a complaint filed by the Liquor Control Specialist against Country Mart #71 located at 1447 State Highway 248 in Branson, Missouri in violation of Chapter 6 of the Branson Municipal Code.

A hearing to consider the action on a complaint filed by the Liquor Control Specialist against Country Mart #71 located at 1447 State Highway 248 in Branson, Missouri in violation of Chapter 6 of the Branson Municipal Code. City Clerk Westfall stated on October 4, 2016, a written complaint was filed with the City Clerk setting forth the reasons for suspension of Country Mart #71 liquor licenses. A hearing date in front of the Board of Aldermen was set for November 8, 2016 and certified letters were mailed to the licensee. This item is a hearing to consider the action on a complaint filed by the Liquor Control Specialist against Country Mart #71 located at 1447 State Highway 248 in Branson, Missouri in violation of Chapter 6 of the Branson Municipal Code. Mayor Best stated, before we proceed, for the record, tonight's meeting is being recorded. Each party has a right to call witnesses and all witnesses will need to be sworn-in by the City Clerk. Prior to speaking, please state, spell your name and give your address for the record. City Attorney Duston provided an introduction for the hearing. Mayor Best opened the hearing for Country Mart #71. Carl Garrett, Liquor Control Specialist, 125 Joseph Cove, Lampe, Missouri, was sworn-in by City Clerk Westfall and gave an overview and presented his case. Witness Sergeant Sean Barnwell was sworn-in by City Clerk Westfall and gave his overview. Mayor Best asked for questions from the Board for Mr. Garrett or Sergeant Barnwell. Discussion. Mayor Best asked Country Mart #71 representative be sworn-in by City Clerk Westfall and proceed with presenting their case and witnesses. Dan Schultz, 1878 S. Highway 125, Rogersville, Missouri, was sworn-in by City Clerk Westfall and presented his case. Mayor Best asked for questions from the Board for Country Mart #71's representative. No discussion. Mayor Best asked for any additional questions from the Board upon hearing each side. No discussion. Mayor Best asked City Attorney Duston if he wished to request anything be added to the record for consideration by this Board. City Attorney Duston stated "Madam Mayor, I'd like to place into the record a copy of the City's Municipal Codebook and the City codes contained within, a certified copy of which is on the Dias." Mayor Best stated she will enter these into the record. Mayor Best asked for a motion regarding Board action on the complaint filed against Country Mart #71. Aldermen Todd moved to grant the recommendation of the Liquor Control Specialist to suspend the liquor licenses #17-00013837 and 17-00013838 of Country Mart #71 for three days starting on December 9, 2016 to December 11, 2016, seconded by Alderman Castillon. Mayor Best asked for any additional comments from the Board. Discussion. Mayor Best called for a vote on the motion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Mayor Best stated City code requires the Board's decision be in writing and include findings of fact and conclusion of law. Therefore, I will entertain a motion to direct the City Attorney to prepare our final findings of fact and conclusion of law consistent with our decision. Alderman Castillon so moved, seconded by Alderman Hart. Mayor Best asked for comments from the Board. No discussion. Mayor Best called for a vote on the motion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Mayor Best stated the findings of fact will be on the November 22, 2016 agenda for Board approval. The hearing is now closed.

CONSENT AGENDA

Mayor Best asked if there were any citizens that had any items they wished to have removed from the Consent Agenda for further discussion. Hearing none, Mayor Best asked if any member of the Board had any items they wished to have removed from the Consent Agenda. Alderman Booth requested Item Number 5 be removed from the Consent Agenda and placed as the first item on the Regular Agenda. Mayor

Best asked City Clerk Westfall to read the items on the Consent Agenda as amended. City Clerk Westfall read the following Consent Agenda items by title.

Approval of Board of Aldermen Minutes:

- a) October 20, 2016 Study Session
- b) October 25, 2016 Regular Meeting

Acknowledge Receipt of Minutes:

- a) Budget & Finance Committee meeting of August 25, 2016
- b) Planning Commission Study Session of October 4, 2016
- c) Planning Commission Regular Meeting of October 4, 2016

Acknowledge Receipt of Community Improvement District (CID) 2017 Budgets:

- a) Historic Downtown Branson CID
- b) Branson Hills CID
- c) Branson Hills Infrastructure Facilities CID
- d) Branson Commerce Park CID
- e) Forsythe Road CID
- f) 76 Entertainment CID

BILL NO. 5033

Ord. No. 2016-0142 **Accepting the proposal of BWI of Springfield pertaining to the purchase of agriculture supplies.**

Final Reading of Bill No. 5033, an ordinance accepting the proposal of BWI of Springfield pertaining to the purchase of agriculture supplies and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0142 was duly enacted.

BILL NO. 5034

Ord. No. 2016-0143 **Accepting the proposal of Pennington Seed Inc. pertaining to the purchase of agriculture supplies.**

Final Reading of Bill No. 5034, an ordinance accepting the proposal of Pennington Seed Inc. pertaining to the purchase of agriculture supplies and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0143 was duly enacted.

BILL NO. 5035

Ord. No. 2016-0144 **Accepting the proposal of Reinhart Foodservice pertaining to the purchase of concession supplies used in Park Facilities.**

Final Reading of Bill No. 5035, an ordinance accepting the proposal of Reinhart Foodservice pertaining to the purchase of concession supplies used in Park Facilities and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0144 was duly enacted.

BILL NO. 5036
Ord. No. 2016-0145

Accepting the proposal of Blue Water Pools pertaining to the purchase of pool chemicals used in the Aquaplex.

Final Reading of Bill No. 5036, an ordinance accepting the proposal of Blue Water Pools pertaining to the purchase of pool chemicals used in the Aquaplex and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0145 was duly enacted.

BILL NO. 5037
Ord. No. 2016-0146

Approving a zoning change from A Agricultural to R-1 One-Family Dwelling District for the properties located at 432 Camp Drive, Branson, Missouri.

Final Reading of Bill No. 5037, an ordinance approving a zoning change from A Agricultural to R-1 One-Family Dwelling District for the properties located at 432 Camp Drive, Branson, Missouri, was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0146 was duly enacted.

BILL NO. 5038
Ord. No. 2016-0147

Approving R-2 Two-Family Dwelling District Zoning for the property located at 180 Stillwood Drive, Branson, Missouri.

Final Reading of Bill No. 5038, an ordinance approving R-2 Two-Family Dwelling District Zoning for the property located at 180 Stillwood Drive, Branson, Missouri, was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0147 was duly enacted.

BILL NO. 5039
Ord. No. 2016-0148

Approving the renewal of the contract with Tradebe Treatment and Recycling, LLC pertaining to transport and disposal of household chemical collections.

Final Reading of Bill No. 5039, an ordinance approving the renewal of the contract with Tradebe Treatment and Recycling, LLC pertaining to transport and disposal of household chemical collections and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0148 was duly enacted.

BILL NO. 5040
Ord. No. 2016-0149

Approving the renewal of the agreement between the City of Branson, Taney County, and Ripple Glass, LLC.

Final Reading of Bill No. 5040, an ordinance approving the renewal of the agreement between the City of Branson, Taney County, and Ripple Glass, LLC and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0149 was duly enacted.

BILL NO. 5041
Ord. No. 2016-0150

Accepting the proposal of Mid American Signal, Inc. pertaining to the Roark Valley Road and Gretna Road Traffic Signal Upgrade Project.

Final Reading of Bill No. 5041, an ordinance accepting the proposal of Mid American Signal, Inc. pertaining to the Roark Valley Road and Gretna Road Traffic Signal Upgrade Project and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0150 was duly enacted.

BILL NO. 5042

Ord. No. 2016-0151

Approving an amendment to the agreement with Allied Air Heating and Cooling, LLC pertaining to the HVAC maintenance & repairs at various city buildings.

Final Reading of Bill No. 5042, an ordinance approving an amendment to the agreement with Allied Air Heating and Cooling, LLC pertaining to the HVAC maintenance & repairs at various city buildings and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0151 was duly enacted.

BILL NO. 5043

Ord. No. 2016-0152

Approving the renewal of the contract with Central Power Systems & Services pertaining to generator maintenance and repair services for the City of Branson.

Final Reading of Bill No. 5043, an ordinance approving the renewal of the contract with Central Power Systems & Services pertaining to generator maintenance and repair services for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0152 was duly enacted.

BILL NO. 5044

Ord. No. 2016-0153

Approving the renewal of the contract with Dazzee Integrations pertaining to Information Technology Managed Network Services Solution; monitoring, maintenance, & support.

Final Reading of Bill No. 5044, an ordinance approving the renewal of the contract with Dazzee Integrations pertaining to Information Technology Managed Network Services Solution; monitoring, maintenance, & support and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0153 was duly enacted.

BILL NO. 5045

Ord. No. 2016-0154

Authorizing the purchase of cellular services and products from Verizon Wireless.

Final Reading of Bill No. 5045, an ordinance authorizing the purchase of cellular services and products from Verizon Wireless and authorizing the Mayor to execute the documents related thereto was read by title by City Clerk Westfall. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Ordinance No. 2016-0154 was duly enacted.

Mayor Best opened the floor for a motion to approve all items on the Consent Agenda as amended. Alderman Seay moved to approve, seconded by Alderman Castillon. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

REGULAR AGENDA

BILL NO. 5032
POSTPONED

Approving the issuance of Tax Increment Refunding Revenue Bonds, Series 2016A (Branson Shoppes Redevelopment Project) and Subordinate Tax Increment Refunding Revenue Bonds, Series 2016B (Branson Shoppes Redevelopment Project) of the Industrial Development Authority of the City of Branson, Missouri; authorizing the execution of documents by the City related to the issuance of the bonds and authorizing certain other actions in connections with the issuance of said bonds.

Final Reading of Bill No. 5032, an ordinance approving the issuance of Tax Increment Refunding Revenue Bonds, Series 2016A (Branson Shoppes Redevelopment Project) and Subordinate Tax Increment Refunding Revenue Bonds, Series 2016B (Branson Shoppes Redevelopment Project) of the Industrial Development Authority of the City of Branson, Missouri; authorizing the execution of documents by the City related to the issuance of the bonds and authorizing certain other actions in connections with the issuance of said bonds was read by title by City Clerk Westfall and a staff report was presented by Jamie Rouch. Mayor Best asked for a motion to postpone the Final Reading of Bill No. 5032 to a date not to exceed January 24, 2017. Alderman Castillon so moved, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Mayor Best called for a vote on the postponement. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

Report by Marc Mulherin about the Branson Convention Center Third Quarter 2016 Review.

A report about the Branson Convention Center Third Quarter 2016 Review was presented by Marc Mulherin, SMG's General Manager of the Branson Convention Center. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion.

Update by Jamie Rouch on 2016 Third Quarter Financials.

An update on Third Quarter Financials was provided by Jamie Rouch. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion.

BILL NO. 5046

Adopting a Budget, 5 Year Capital Program, Employee Insurance Rates, Pay/Merit Plan and the Reserve Policy for the City of Branson, Missouri, for the fiscal year January 1, 2017 through December 31, 2017.

Public Hearing and First Reading of Bill No. 5046, an ordinance adopting a Budget, 5 Year Capital Program, Employee Insurance Rates, Pay/Merit Plan and the Reserve Policy for the City of Branson, Missouri, for the fiscal year January 1, 2017 through December 31, 2017, was read by title by City Clerk Westfall and a staff report was presented by Jamie Rouch. Mayor Best opened the public hearing and asked if anyone in the audience wished to speak in favor of or opposing this matter. Hearing none, Mayor Best closed the public hearing. Mayor Best asked for a motion approving Bill No. 5046. Alderman Castillon moved to approve, seconded by Alderman Seay. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

The meeting recessed at 8:38 p.m. and reconvened at 8:48 p.m.

BILL NO. 5047

Approving the renewal of the contract with Allen, Gibbs & Houlik, L.C., for auditing services for the City of Branson.

First Reading of Bill No. 5047, an ordinance approving the renewal of the contract with Allen, Gibbs & Houlik, L.C., for auditing services for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Jamie Rouch. Mayor Best asked for a motion approving Bill No. 5047. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5048

Approving a Recovery Agreement between the Branson Housing Authority, the United States Department of Housing and Urban Development and the City of Branson.

First Reading of Bill No. 5048, an ordinance approving a Recovery Agreement between the Branson Housing Authority, the United States Department of Housing and Urban Development and the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Jamie Rouch. Mayor Best asked for a motion approving Bill No. 5048. Alderman Castillon moved to approve, seconded by Alderman Seay. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5049

Appointing Thomas Motley as Municipal Court Judge.

First Reading of Bill No. 5049, an ordinance appointing Thomas Motley as Municipal Court Judge and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Lisa Westfall. Mayor Best asked for a motion approving Bill No. 5049. Alderman Todd moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5050

Appointing Willard A. Dillow as Special Municipal Judge.

First Reading of Bill No. 5050, an ordinance appointing Willard A. Dillow as Special Municipal Judge and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Lisa Westfall. Mayor Best asked for a motion approving Bill No. 5050. Alderman Castillon moved to approve, seconded by Alderman Booth. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5051

Approving the renewal of the contract with Chemtrade Chemicals US, LLC. for the purchase of operational chemicals used in the City's water and wastewater treatment processes.

First Reading of Bill No. 5051, an ordinance approving the renewal of the contract with Chemtrade Chemicals US, LLC. for the purchase of operational chemicals used in the City's water and wastewater treatment processes and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5051. Alderman Booth moved to approve, seconded by Alderman Castillon. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5052

Approving the renewal of the contract with Hawkins, Inc. for the purchase of operational chemicals used in the City's water and wastewater treatment processes.

First Reading of Bill No. 5052, an ordinance approving the renewal of the contract with Hawkins, Inc. for the purchase of operational chemicals used in the City's water and wastewater treatment processes and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5052. Alderman Booth moved to approve, seconded by Alderman Todd. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5053

Approving the renewal of the contract with Brenntag Mid-South Inc. for the purchase of operational chemicals used in the City's water and wastewater treatment processes.

First Reading of Bill No. 5053, an ordinance approving the renewal of the contract with Brenntag Mid-South Inc. for the purchase of operational chemicals used in the City's water and wastewater treatment processes and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5053. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5054

Approving an addendum to the contract with Brenntag-Mid South Inc. to provide operational chemicals for the City's water and wastewater treatment facilities.

First Reading of Bill No. 5054, an ordinance approving an addendum to the contract with Brenntag-Mid South Inc. to provide operational chemicals for the City's water and wastewater treatment facilities and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5054. Alderman Castillon moved to approve, seconded by Alderman Booth. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5055

Approving the renewal of the contract with PDC Laboratories, Inc. for Biosolids and Wastewater Analysis for the City's wastewater treatment facilities.

First Reading of Bill No. 5055, an ordinance approving the renewal of the contract with PDC Laboratories, Inc. for Biosolids and Wastewater Analysis for the City's wastewater treatment facilities and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5055. Alderman Castillon moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5056

Approving the renewal of an agreement with Missouri American Water Company for Water Termination Services.

First Reading of Bill No. 5056, an ordinance approving the renewal of an agreement with Missouri American Water Company for Water Termination Services and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5056. Alderman Booth moved to approve, seconded by Alderman Castillon. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5057

Approving the renewal of the contract with Prolawn and Landscape pertaining to mowing and weed eating of Utilities Treatment Facilities for the City of Branson.

First Reading of Bill No. 5057, an ordinance approving the renewal of the contract with Prolawn and Landscape pertaining to mowing and weed eating of Utilities Treatment Facilities for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Mike Ray. Mayor Best asked for a motion approving Bill No. 5057. Alderman Seay moved to approve, seconded by Alderman Booth. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5058

Approving the 2017 Medical Insurance Premiums from Anthem Blue Cross and Blue Shield for the City of Branson.

First Reading of Bill No. 5058, an ordinance approving the 2017 Medical Insurance Premiums from Anthem Blue Cross and Blue Shield for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Jan Fischer. Mayor Best asked for a motion approving Bill No. 5058. Alderman Booth moved to approve, seconded by Alderman Castillon. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5059

Approving the 2017 Life & AD&D Insurance Premiums from Anthem Life Insurance Company for the City of Branson.

First Reading of Bill No. 5059, an ordinance approving the 2017 Life & AD&D Insurance Premiums from Anthem Life Insurance Company for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Jan Fischer. Mayor Best asked for a motion approving Bill No. 5059. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5060

Approving the 2017 Dental Insurance premiums from Delta Dental for the City of Branson.

First Reading of Bill No. 5060, an ordinance approving the 2017 Dental Insurance premiums from Delta Dental for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Jan Fischer. Mayor Best asked for a motion approving Bill No. 5060. Alderman Booth moved to approve, seconded by Alderman Castillon. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5061

Approving amendments to the City of Branson's Human Resources Manual.

First Reading of Bill No. 5061, an ordinance approving amendments to the City of Branson's Human Resources Manual was read by title by City Clerk Westfall and a staff report was presented by Jan Fischer. Mayor Best asked for a motion approving Bill No. 5061. Alderman Seay moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Parnell, Booth, Todd, Seay, Castillon and Simmons. Nays: none. Motion carried.

BILL NO. 5062

Accepting the proposal of Donelson Construction Co., LLC pertaining to the 2016 Microsurfacing and Crack Sealing Projects.

First Reading of Bill No. 5062, an ordinance accepting the proposal of Donelson Construction Co., LLC pertaining to the 2016 Microsurfacing and Crack Sealing Projects and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Keith Francis. Mayor Best asked for a motion approving Bill No. 5062. Alderman Booth moved to approve, seconded by Alderman Castillon. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5063

Accepting the proposal of Cargill, Inc., Deicing Technology Business D/B/A Cargill Deicing Technology pertaining to the purchase of enhanced deicer.

First Reading of Bill No. 5063, an ordinance accepting the proposal of Cargill, Inc., Deicing Technology Business D/B/A Cargill Deicing Technology pertaining to the purchase of enhanced deicer and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Keith Francis. Mayor Best asked for a motion approving Bill No. 5063. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5064

Accepting the proposal of Compass Minerals America, Inc. pertaining to the purchase of sodium chloride.

First Reading of Bill No. 5064, an ordinance accepting the proposal of Compass Minerals America, Inc. pertaining to the purchase of sodium chloride and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Keith Francis. Mayor Best asked for a motion approving Bill No. 5064. Alderman Castillon moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5065

Accepting the proposal of K.W. Luetkemeyer Painting & Wallcovering Co., Inc. pertaining to the 2016 paint striping of various streets.

First Reading of Bill No. 5065, an ordinance accepting the proposal of K.W. Luetkemeyer Painting & Wallcovering Co., Inc. pertaining to the 2016 paint striping of various streets and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Keith Francis. Mayor Best asked for a motion approving Bill No. 5065. Alderman Castillon moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5066

Accepting the proposal of Mohawk Resources LTD. pertaining to the purchase of a Mohawk Lift.

First Reading of Bill No. 5066, an ordinance accepting the proposal of Mohawk Resources LTD. pertaining to the purchase of a Mohawk Lift and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Keith Francis. Mayor Best asked for a motion approving Bill No. 5066. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5067

Accepting the proposal of Prolawn and Landscape pertaining to mowing, weed eating and flower bed maintenance for the City of Branson.

First Reading of Bill No. 5067, an ordinance accepting the proposal of Prolawn and Landscape pertaining to mowing, weed eating and flower bed maintenance for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Cindy Shook.

Alderman Castillon left the meeting at 9:22 p.m. due to his conflict of interest.

Mayor Best asked for a motion approving Bill No. 5067. Alderman Todd moved to approve, seconded by Alderman Booth. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. Discussion. Voting aye: Booth, Hart, Todd and Seay. Absent: Simmons and Castillon. Nays: none. Motion carried.

BILL NO. 5068

Accepting the proposal of Prolawn and Landscape for the purpose of installation of a project at the Owen's Home Site at Lakeside Forest Wilderness Area for the City of Branson.

First Reading of Bill No. 5068, an ordinance accepting the proposal of Prolawn and Landscape for the purpose of installation of a project at the Owen's Home Site at Lakeside Forest Wilderness Area for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Cindy Shook. Mayor Best asked for a motion approving Bill No. 5068. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd and Seay. Absent: Simmons and Castillon. Nays: none. Motion carried.

Alderman Castillon returned to the meeting at 9:25 p.m.

BILL NO. 5069

Approving the renewal of the contract with WCA Waste Corporation pertaining to trash removal and disposal services for the City of Branson.

First Reading of Bill No. 5069, an ordinance approving the renewal of the contract with WCA Waste Corporation pertaining to trash removal and disposal services for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Cindy Shook. Mayor Best asked for a motion approving Bill No. 5069. Alderman Booth moved to approve, seconded by Alderman Todd. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5070

Accepting the proposal of Cody Systems for the purchase of maintenance for Police Records Management Software for the City of Branson.

First Reading of Bill No. 5070, an ordinance accepting the proposal of Cody Systems for the purchase of maintenance for Police Records Management Software for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Chad Forster. Mayor Best asked for a motion approving Bill No. 5070. Alderman Booth moved to approve, seconded by Alderman Hart. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

BILL NO. 5071

Approving the renewal of the contract with Corporate Business Systems pertaining to managed print services for the City of Branson.

First Reading of Bill No. 5071, an ordinance approving the renewal of the contract with Corporate Business Systems pertaining to managed print services for the City of Branson and authorizing the Mayor to execute the contract was read by title by City Clerk Westfall and a staff report was presented by Chad Forster. Mayor Best asked for a motion approving Bill No. 5071. Alderman Castillon moved to approve, seconded by Alderman Seay. Mayor Best asked for anyone in the audience wishing to speak regarding this matter. Hearing none, Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

APPOINTMENTS

Mayor Best stated this appointment process is in accordance with the Board and Committee Appointments Procedure. Each appointment will be voted on individually. First will be the Tourism Community Enhancement District (TCED) Board. At this time we will need a motion to vote on the applicants. The applicant receiving the most votes will be approved to fill the unexpired term of Larry Schmitt expiring September 2018. The applicants are as follows:

- Alexander Danner
- Randy Brashers
- Chris Myer
- Chris Lucchi

Alderman Castillon so moved, seconded by Alderman Hart. Mayor Best asked for comments from the Board. No discussion. Mayor Best stated the Board will be voting by ballot and the City Clerk will read the results. City Clerk Westfall stated the results of the vote are: Rick Castillon voted for Randy Brashers, Betsy Seay voted for Randy Brashers, Kristen Hart voted for Randy Brashers, Rick Todd voted for Randy Brashers, Mike Booth voted for Randy Brashers. Absent: Simmons. She stated the result of the votes are Randy Brashers - 5 votes. Randy Brashers will serve on the Tourism Community Enhancement District (TCED) Board.

Mayor Best stated the next appointment is for the Industrial Development Authority (IDA) Board. She asked for a motion approving the Re-Appointment of Dave Friggle to the IDA Board with a term expiring December 2022. Alderman Todd so moved, seconded by Alderman Castillon. Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

Mayor Best stated the next appointment is for the 76 Entertainment CID Board. Mayor Best asked for a motion approving the Appointment of Nolan Fogle to the 76 Entertainment CID Board to fill the unexpired term of Larry Schmitt expiring March 2020. Alderman Castillon so moved, seconded by Alderman Seay. Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

Mayor Best stated the next appointment is for the 76 Entertainment CID Board. Mayor Best asked for a motion approving the Appointment of Craig Wescott to the 76 Entertainment CID Board to fill the unexpired term of Nolan Fogle expiring March 2018. Alderman Todd so moved, seconded by Alderman Castillon. Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

Mayor Best stated the final appointment is for OACAC. Mayor Best asked for a motion approving the Appointment of Cindy Shook to the OACAC Board with a term expiring October 2017. Alderman Seay so moved, seconded by Alderman Hart. Mayor Best asked for comments from the Board. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

DISBURSEMENTS

Mayor Best stated the next item was review of disbursements for August 25, 2016, through October 13, 2016 and asked if there were any questions regarding the disbursements. [See Master File for copies of disbursements.] Mayor Best asked for a motion acknowledging the receipt of disbursements from August 25, 2016 through October 13, 2016. Alderman Booth so moved, seconded by Alderman Castillon. No discussion. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

MAYOR/ALDERMEN/ADMINISTRATOR'S REPORTS

Mayor Best announced there will be a Special Meeting scheduled for November 10, 2016 at 3:00 in the Council Chambers. She stated she would like to discuss changing the Special Study Session date from December 15, 2016 to December 14, 2016 at 3:00 p.m. in the Council Chambers.

Alderman Booth requested Staff send an update to all Branson North citizens regarding the progress and approximate completion date of the water line and streets in the neighborhood. He mentioned attending the Taney County Partnership Executive meeting in which the proposed budget was discussed. He reported a new slate of officers will be proposed next Tuesday which he will share with the Board once they are approved. Alderman Booth said he attended the M. Graham Clark Downtown Airport Board meeting in which financials and a fuel provider for the Airport was discussed. He reported the Airport is currently negotiating with MoDOT regarding repairs as they are considering some contributions.

Administrator Malinen mentioned the Badge Event is looking for volunteers and invited anyone interested to attend the organizational meeting tomorrow at Ballparks of America. He reported the 12 Man Bronze Military Statue is now in place and he thanked Public Works Director and City Engineer David Miller, Assistant Public Works Director Keith Francis and Engineering Project Manager Roger Clark for making this happen. He announced there will be a special dedication of a mural at the Convention Center in conjunction with the Branson Arts Council. Administrator Malinen commented up-to-date information about the Spirit of Highway 76 Project can be found on the City's website and there's a link that will direct people to the construction site. He reminded everyone the National League of Cities is next week and there will be a Special Board meeting on Thursday. He provided an update on sales and tourism tax receipts and reported sales tax is up 2.3%, tourism tax is up 7.9% and theaters as a component of tourism tax is up 14%. Administrator Malinen said he met with the Branson Theater League last Thursday and has since received some information and he requested input and direction from the Board about forming a Blue Ribbon Task Force. He said it appears the League wants him as City Administrator to form the task force, but he isn't sure of the Board's desire and he requested feedback. Administrator Malinen commented he feels the League makes some good points, but he doesn't have his mind made up yet about a Blue Ribbon Task Force. He stated he conveyed this to the League during their meeting and said he is still looking for additional information from the Theater League. Mayor Best inquired how Administrator Malinen would like to receive feedback from the Board. City Administrator Malinen commented the League believes he has some sort of authority to form a task force, but he feels this is a bigger item since the task force would be advising the City relative to the CVB. He commented he believes the League's expectation would be that the Board of Aldermen would provide input and look for something to change. Administrator Malinen said the League is specifying who they think participants should be and he would like to defer to the Board to make a decision on whether or not to move forward with this. Alderman Booth inquired how many theaters are currently represented on the Chamber Board and if the Chamber has a marketing committee that has the theaters' participation already. Mayor Best asked Jeff Seifried, President/CEO of the Branson/Lakes Area Chamber of Commerce, if he could address these questions. Mr. Seifried stated about one third of the Chamber's Board represents live entertainment which is shows and theaters. He added, the representatives are anyone from a general manager, performer or people who have a show as part of their corporation. Alderman Booth inquired if the Chamber has a marketing committee and Mr. Seifried

commented the Chamber put a plan together with community input. He added, the plan then goes into the hopper with the District Marketing Council (DMC) which is an appointed committee between the TCED and the Chamber Board. He reported last year this Board was changed to right size the committee as it was quite extensive and large. Mr. Seifried stated decisions are made through this committee about the marketing plan based on input that's been gathered. He stated the Marketing Plan also goes through the TCED, Board of Directors and City Council before dollars are committed for the next year. Mr. Seifried added, later this year the Board will see the marketing plan as it traditionally does and commented there's an ecosystem that addresses the marketing issues of our community. Alderman Booth asked for clarification and said a third of the Chamber's Board is represented by the theater industry and they review the marketing plan before anything is done with it. Mr. Seifried stated this is correct and reported the Chamber's Marketing Plan has to get approval from the TCED, Board of Aldermen, the Chamber Board of Directors and the District Marketing Council. He stated the metrix in which success is measured is pretty well laid out, but he feels the metrix is an important part of the discussion moving forward and if the metrix are changing, what efforts will be redirected to meet the metrix that are laid out by the stakeholder groups. Alderman Hart inquired what year it was established that a third of the Board members would represent live entertainment. Mr. Seifried stated he wasn't sure of the year. Alderman Todd provided a brief history and stated there was an Ozarks Marketing Council which was formed because people didn't believe the Chamber of Commerce was marketing the area, so a group of businesses got together, put money in a hopper and marketed the area. He commented it later became apparent this function needed to be part of the Chamber of Commerce and CVB so the marketing eventually went back to the Chamber and the Marketing Council had a fair number of show representatives on the Council at that time. Alderman Todd inquired what a Blue Ribbon Task Force does and said it appears to him the League doesn't feel they are being listened to or addressed properly. He said he would like to know what options are available before saying yes or no to a Blue Ribbon Task Force. He added, this is a very important issue as the theater industry is critical and is one of the key appeals to the market and will continue to be for a long time. He reiterated he doesn't know if a Blue Ribbon Task Force is the best option as he doesn't fully understand it. Alderman Castillon inquired how many shows are in the League and how many are not. Alderman Booth commented if a Blue Ribbon Task Force is put together, what authority it would have would need to be carefully identified and he believes the authority would have to come from the Board of Aldermen. He added, he feels these people represent some good shows and theaters and he would like to do something, but is not sure what at this time. Alderman Todd stated he would also like to know how many theaters and which theaters are part of the League and which are not. Alderman Castillon added, something else that needs to be considered is some theaters have multiple shows, so he would like to know how many shows are in the Theater League. Alderman Seay stated she feels there are some good things in place already with the District Marketing Council (DMC), TCED Board and the Chamber Board and she inquired if the DMC could be reorganized to represent the Theater League in another way, rather than creating another board. She asked if something could be adjusted to meet the goal of the Theater League and help bridge what some theaters feel is a gap between them and the Chamber. Administrator Malinen stated this may be an option and he said the Theater League feels as though they're not being heard. He said he feels to better understand what they believe will be like peeling back layers to see what they believe are market statistics and survey results in order to find the appropriate response from a marketing perspective. He added, perhaps none of us here have that kind of an answer, but they believe it probably should have a different approach. Alderman Hart inquired what year the Community Plan 2030 was implemented. Administrator Malinen said he believes it was completed and approved in 2012. She said she was recently reading the Community Plan and it listed the number one tourism policy is expanding beyond entertainment to celebrate outdoor recreational opportunities. She commented she was not part of this as it was put into place years ago, but from what she's heard from the Theater League is they are upset about the concentration that has been placed on outdoor recreation. She added, from reading the plan she feels the Chamber is fulfilling what was set into place in the Community Plan 2030. She commented this item was number one for tourism branding so it was seen as extremely important to whoever was on the Board at that time to expand beyond entertainment for outdoor recreation.

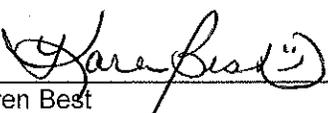
Mayor Best mentioned attending the Branson Theater League meeting and a meeting with MoDOT in Springfield, Missouri. She reported MoDOT plans to close all lanes of Highway 65 next year and the City was able to provide input on this and request they start with closing the northbound lanes first. She added, MoDOT is looking at August and September for the closing of southbound lanes. Mayor Best reminded everyone the Veterans Day Parade is November 11th and she said she hopes everyone who attends National League of Cities (NLC) has a great convention. She commented she is looking forward to sharing about NLC when everyone returns. She provided an update on the presidential election.

EXECUTIVE SESSION

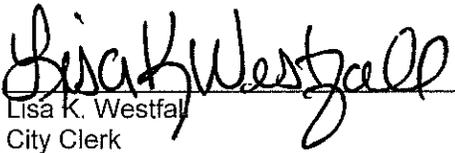
Mayor Best asked for a motion to go into closed executive session. Alderman Booth moved to go into closed executive session pursuant to 610.021.1 RSMo for Litigation and 610.021.3 RSMo for Personnel, seconded by Alderman Castillon. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried.

ADJOURN

Mayor Best asked for a motion to adjourn. Alderman Castillon moved to adjourn, seconded by Alderman Hart. Voting aye: Booth, Hart, Todd, Seay and Castillon. Absent: Simmons. Nays: none. Motion carried. Meeting adjourned at 9:58 p.m.



Karen Best
Mayor



Lisa K. Westfal
City Clerk

Handout submitted by Cindy Merry during Public Comment

Handout - Public Comment
11/8/16
Cindy Merry



October 27, 2016

To Branson City Administrator:

I received a call from the Mayor of Branson in response to The League of Branson Theatre Owners & Show Producers' (Branson Show League) request to add to the Branson City Council Agenda the topic of creating a Blue Ribbon Task Force on Branson Shows & Theatres with members from various interest groups. The Mayor advised me on the voice mail message she left that she had spoken with "Jeff Seifried and that they are organizing a group to start working on behalf of the theaters..." and just letting me know that "there wasn't going to be a Blue Ribbon Task Force...but there is going to be this group that will kinda do the same functions as the task force would do."

While the Branson/Lakes Area Chamber of Commerce & CVB (The Chamber) is certainly welcome to create any type of committee and, in fact we encourage The Chamber to have many open committees, this is not what we requested.

So again on behalf of the League of Branson Theatre Owners & Show Producers we again respectfully request to **have the topic of a Blue Ribbon Task Force on Branson Shows & Theatres, with members from various interest groups (as listed below), added to the Branson City Council Agenda for the meeting on November 8, 2016.**

Additional points to consider about this request:

The Chamber/CVB is a private business that contracts with different entities and in particular the City of Branson, to use tax dollars for the purpose of marketing. It is also comprised of paid memberships from a wide variety of businesses, not all within the City limits of Branson. Not every business or individual in Branson is a member of the Chamber nor is Chamber Board of Directors or Staff required to represent every business and individual in the City of Branson; that is the task required of our City Leaders.

In regards to relying on the City of Branson's marketing agency, a private corporation, to create a task force to review what is in the best interest of the City of Branson, is simply not good for the entire community. **How can the City's Agency (The Chamber) be asked to review the oversight by the City of its Agency (The Chamber)...**?

We also believe that it is not fair to the Branson/Lakes Area Chamber of Commerce & CVB members to put them in the position of reviewing the items we asked for the Blue Ribbon Task Force to do. **How can the City's Agency, who created those marketing efforts and marketing messages, be asked to review the marketing efforts and marketing messages used by the City of Branson, in particular for the Show & Theatre industry?**

After listening to the October 20 City Council Study Session discussion on the Branson Show League request to be placed on the agenda to request marketing funds for Ozark Mountain Christmas it is clear that the City Council did not have accurate information. Our request was to be on an agenda in order to present accurate reasons, facts, documentation, and responses in order to give the Council the full scope of information needed to make an informed decision. This did not happen. **However the discussion by the Council did clearly demonstrate even more why a Blue Ribbon Task Force on Branson Shows & Theatres is needed.**

Our request is for a public discussion by the citizens of Branson, the businesses within the city of Branson, and other affected, concerned individuals with their elected officials in regards to whether there is a need for the requested Blue Ribbon Task Force on Branson Shows & Theatres.

We believe it is the responsibility of the City of Branson to allow us, your constituents and stakeholders, the opportunity to present to you and to the public why this Blue Ribbon Task Force on Branson Shows & Theatres is needed.

The League of Branson Theatre Owners and Show Producers
PO Box 5083 ~ Branson Missouri 65615-5083 ~ www.ShowsInBranson.com

Below again are the exact request and other reasons we would like to see this Blue Ribbon Task Force on Shows & Theatres created by the City. **However the point is, if the City Administrator and/or Mayor are unwilling or unable to create such a Blue Ribbon Task Force, we are asking to be on the City Council formal agenda to discuss and provide all the detailed and complex information needed for an informed decision to be made to create the Blue Ribbon Task Force on Branson Shows & Theatres.**

Topic: To Create a Blue Ribbon Task Force on Branson Shows & Theatres, with members from various interest groups (as listed below), to:

Engage the Branson Show & Theater industry in research and analysis to review the potential for constructive growth in that industry segment. Based on this research the Task Force is asked to recommend how to continue the Branson Show & Theater industry's viability as the leading generator of visitors to Branson. The Task Force is asked to review the marketing efforts and marketing messages used by the City of Branson, in particular for the Show & Theatre industry. In addition the Task Force is asked to review the oversight by the City of its Agency and make recommendations to improve the communications between stakeholders in the community, the City of Branson, and its Agency.

Reason for Request:

We believe that shows and theaters are critical to the City of Branson's overall welfare. As noted in the City Council meeting on September 27 and again on October 11 during the Public Speaking segment, many shows and theaters are expressing concerns about not only the marketing of Ozark Mountain Christmas season but the general health of the entire industry. Again as noted during the Public Speaking portion of the October 11 City Council meeting, the CEO & President of the Branson/Lakes Area Chamber of Commerce & CVB also shared concerns about the downward trends in attendance at shows and the need to do research and come to grips with this problem.

While tax revenues are up in the theater industry in Branson, a serious look at that trend would indicate that is not the general status for the majority of the shows. **According to the Chamber President's comments attendance at live shows is in a long downward trend and tax revenues during Ozark Mountain Christmas are in significant decline.**

The Branson Show League believes that the existing marketing message is targeted towards people that are either not likely to go to shows or that are limited in time and income. We also believe that there are various messages being used that, while unintentional, are negative and unwelcoming to various potential costumers. In fact, the Branson Show League has been told that acquiring a customer most likely to buy a show ticket is no more valuable then acquiring one who simply comes to Branson, regardless of what they do. We of course do not agree with this and want the Task Force to research whether targeting specific types of customers is considered generally a good basic marketing practice and should be implemented in the marketing plan for Branson.

Currently, the City provides the Tourism Marketing Funds to the Branson/Lakes Area Chamber and asks that there be community input. While there is a Board of Directors and many of our members are also members of the Chamber; the Board of Directors for the Chamber are not tasked with the responsibility of designing, creating, implementing, researching or being generally involved with the process for the marketing of Branson.

In addition, while there is a District Marketing Council (DMC) it does not appear to have any involvement in the overall process of creating the marketing for Branson. Since 2013 in fact the numbers of committees, community members involved in those committees, and the amount of meetings of the committees have been drastically reduced. Unlike the City Council who hold serious work study meetings outside of the City Council meetings, the stakeholders in your community have gone from being able to participate in working committees to simply attending a once every other month, or once a quarter meeting. And in most cases, like the DMC, those that participate are appointed, not elected as representatives.

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The existing President of the Chamber/CVB has recognized the need to meet with the show industry and "drill down" to find out the reasons for the declines. We believe a Blue Ribbon Task Force with members from the community is in the best interest of all stakeholders. Furthermore, while we welcome and want the Branson / Lakes Chamber of Commerce & CVB to be a part of the Blue Ribbon Task Force we believe that it is the City of Branson's responsibility to create the Task Force and not the City's marketing agency to do so.

"Blue Ribbon Committees" are used by governments to make sure investigations are fair and impartial. They use representatives from all constituency groups, with a neutral coordinator, to make sure an impartial look is given at a problem. **The problem is one that is very critical to the future of the City and rises to a level of importance necessitating at least a discussion about this matter in a public forum.**

We would ask representatives from the following groups be part of the task force: Branson Show League, Branson Lakes Area Lodging Association, Branson Tour Planners Association, Historic Downtown Branson, Branson / Lakes Area Chamber of Commerce & CVB, Branson Lakes Area Tourism Community Enhancement District, City of Branson, and any other interested party the City of Branson wishes to appoint.

Sincerely,

Cindy Merry

Marketing Chair

League of Branson Theatre Owners and Show Producers (The Branson Show League)

cc: Glenda Kerr, Executive Director

Jennifer Langford, Communications Director City of Branson