**2nd Quarter - 2024 Meetings & Conventions Committee Meeting**

June 27, 2024 - 3:30-4:30 PM

**Notes**

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| **LeAnne Scheele (Chair)** | **Chateau on the Lake** |
| **Jordan Cannefax (Co-Chair), Angie Teel** | **Branson Convention Center** |
| **Shane Heaton** | **Silver Dollar City** |
| **Ruth Smith, Melinda Stine** | **Hiltons of Branson** |
| **Stephanie Lindner** | **Thousand Hills Resort Hotel** |
| **Rachel Bruce** | **Big Cedar Lodge** |
| **Mollie Crawford** | **The Keeter Center** |
| **Joe Gunnels** | **VIP Tours** |
| **Reed Warner, Yvonne Long, Sierra Delrosa, Nicolas Loke** | **Explore Branson** |

**Welcome and Introductions**

* + Chairperson: LeAnne Scheele, Chateau on the Lake
  + Co-Chairperson:Jordan Cannefax, Branson Convention Center
* **Welcome New CVB Staff**
  + Sierra Delrosa, Sales Coordinator
  + Nicolas Loke, Analytics Coordinator

**2nd Quarter Review**

* **Discussion: Q2 overall**
  + We discussed the impact of big concerts on local hotels and attractions. Concert dates being announced so close to the show is detrimental for hotels, as people planning last-minute trips are not able to find rooms at their desired price point.
* **Explore Branson attended several tradeshows in Q2:**
  + Destination Showcase (Apr 9-11)
  + Meetings Today Live, National (Apr 28-May 1)
  + Helms Briscoe, Annual Business Conference (May 14-17)
  + Meeting Planners International, World Education Conference (May 20-22)
    - Fantastic exposure and engagement at this event – 2000 total attendees, 7000 planners, and 2000 hosted buyer meetings.
    - Education session – Three T (the advantages of Third Tier Destinations)
  + Small Market Meeting Summit (May 22-23)
  + Military Reunion Network (Jun 21-24)
    - Yvonne came back with 15 RFPs, lots of networking opportunities with younger reunion planners who are just starting out.
    - Documentary producer Kyle Olson would like to do a screening of his film “The Last Signal” in Branson.
    - Plans for a new program called Rally Point Branson for younger veterans to take place over Memorial Day weekend.

**In-Market Conferences & Travel Schedule**

* **Going on Faith (Aug 5-9)**
  + Anticipating 150 buyers to attend
* **Northstar Destination Midwest (Aug 6-8)**
* **Connect Marketplace (Aug 27-29)**
* **SMERF Express (Sept 9-13)**
  + 30-40 planners in market attending

**Society Outings**

* **ASAE, MSAE, OSAE, PCMA, MPI**

**Publications & Marketing**

* We plan to step up video marketing for sales purposes and encourage everyone to notify the marketing team about groups for video opportunities.

**Committee Meetings**

* **Q3 Committee Meeting**
  + 3:00pm, Thursday, September 26. Location: Branson Chamber & CVB / Teams
* **Q4 Committee Meeting**
  + 3:30pm, Thursday, December 12. Location: Branson Chamber & CVB / Microsoft Teams