**3rd Quarter - 2024 Meetings & Conventions Committee Meeting**

September 26, 2024 - 3:00-4:00 PM

**Notes**

|  |  |
| --- | --- |
| **LeeAnne Scheele** | Chateau on the Lake |
| **Jessica Wrenfrow** | Keeter Center |
| **Mollie Crawford** | Keeter Center |
| **Melinda Martin** | Hiltons of Branson |
| **Reed Warner, Sierra Delrosa** | Explore Branson |

**Welcome and Introductions**

* + Chairperson: LeAnne Scheele, Chateau on the Lake
  + Co-Chairperson:Jordan Cannefax, Branson Convention Center

**3rd Quarter Review**

* **Industry Report**
  + 50 Leads, 8 Service Requests sent this quarter
  + According to committee, overall business was average to strong in Q3.
  + Many businesses are experiencing heavy cancellations in October.

**Q3 Tradeshows & In-Market Conferences**

* Destination Midwest
* Connect Marketplace
* Small Market Meetings Conference
* SMERF Express

**Q4 Tradeshows & In-Market Conferences**

* IMEX
* Small & Boutique Meetings – Northstar
* Connect Faith & South
* Connect DC/ Winter Marketplace

**Customer Advisory Board**

* December 4-6
* Itinerary in progress
* Save the Date sent, Invitations soon

**Society Outings & Notable 2025 Events**

* ASAE Holiday Party – December 17, 2024
* MSAE Holiday Party – TBD (December 2024)
* Explore Branson FAM & Marketplace – April 23-25, 2025
* Small Market Meetings Summit – April 30 – May 1, 2025
* Rally Point Branson – May 23-25, 2025
* Helms Briscoe Q3 Regional Meeting – August 12-14, 2025
* Explore Branson Meetings Experience/CAB – TBD (October 2025)

**Marketing Updates**

* New Chief Marketing & Communications Officer, Heather Hermen
* Big updates in marketing coming in 2025
* Please send us what dates your property/show/attraction is open if closing for the winter, as well as any need dates that you would like us to push.

**Committee Meetings**

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