**1st Quarter - Meetings & Conventions Committee Meeting**

March 27, 2025 - 3:30-4:30 PM

**Agenda**

**Welcome and Introductions**

* **Volunteer Leadership**
  + Chairperson: Ruth Smith, Hiltons of Branson
  + Co-Chairperson:Mollie Crawford, The Keeter Center
    - Ruth and Mollie both stated that they are excited to serve on the committee, and look forward to receiving feedback from committee members.
* **CVB Staff**
  + Reed Warner, Director of Sales & Operations
  + Yvonne Long, Assistant Director of Meetings & Conventions
  + Sierra Delrosa, Sales Coordinator

**1st Quarter Review**

* **Overall Metrics**
  + 2024 Sales Recap
    - Mostly flat to 2023
  + Opinion poll: Q1 overall - soft, average, strong?
    - Consensus that Q1 was busy

**2025 Travel Schedule & Notable Events**

* **Explore Branson FAM & Marketplace – Apr 23-25**
* **Small Market Meetings Summit – Apr 30-May 1**
* Meetings Today Live – Apr 13-16
* **Rally Point Branson – May 23-25**
* MPI-WEC – Jun 17-19
  + Would like to drive more STL corporate business to Branson
* **HelmsBriscoe Q3 Regional Meeting – Aug 12-14**
* Destination Midwest – Aug 18-20
* SYTA Annual Conference – Aug 22-26
  + Partnership Opportunities Available:
    - Picnic Ice Cream Booth
    - Under the Stars
* Connect Marketplace – Aug 25-27
  + Partnership Opportunities Available:
    - Ice Cream Booth
* SMERF Express – Sep 8-11
* IMEX – Oct 6-9

**Marketing Updates**

* We are soon to begin using Placer.AI to better understand our consumers
* Check out the Explore Branson LinkedIn page for monthly data updates
* All marketing initiatives are currently being produced in-house, which better allows us to better tell our story to visitors.
* New Explore Branson website coming soon!
* Springfield-Branson Airport – Branson advertising coming soon

**Open Discussion/Closing Remarks**

* **Committee Meetings**
  + **Q2 Committee Meeting**
    - 3:30pm, Thursday, Jun 26. Branson Chamber & CVB / Microsoft Teams
  + **Q3 Committee Meeting**
    - 3:30pm, Thursday, Sept 25. Branson Chamber & CVB / Microsoft Teams
  + **Q4 Committee Meeting**
    - 3:30pm, Thursday, Dec 11. Branson Chamber & CVB / Microsoft Teams