

2nd Quarter - Meetings & Conventions Committee Meeting

June 25, 2025 - 3:30-4:30 PM

Notes

Welcome and Introductions

- **Volunteer Leadership**
 - Chairperson: Ruth Smith, Hiltons of Branson
 - Co-Chairperson: Mollie Crawford, The Keeter Center
- **CVB Staff**
 - Reed Warner, Director of Sales & Operations
 - Yvonne Long, Assistant Director of Meetings & Conventions
 - Avery Weaver, Meetings & Conventions Sales Manager
 - Garren Johanson, Veterans Initiatives Manager
 - Sierra Delrosa, Sales & Administrative Specialist

2nd Quarter Review

- **Overall Metrics**
 - Q2 – Strong/average/soft?
 - The consensus from lodging partners was that spring was flat YOY, with the summer months picking up.
 - Construction on the new Silver Dollar City Resort is progressing despite weather delays, and Thunder Ridge Nature Arena is targeting team retreats and corporate events.
 - Data: On pace with last year
 - Definite Leads for the Year: 51
 - Number of Room Nights (Definite Leads) for the Year: 20,193
 - Opportunity Fund:
 - \$120,000 available for 2025
 - \$130,000 available for 2026
 - Tax receipts are up 7% YTD
 - Opportunity Fund
 - If you have any qualifying groups who may benefit from the opportunity fund, please don't hesitate to reach out to discuss.
 - \$120,000 available for the remainder of 2025
 - \$130,000 available for 2026

2025 Travel Schedule & Notable Events

- **Q2 Recap:**
 - Meetings Today Live – Apr 13-16
 - **Small Market Meetings Summit – Apr 30-May 1**
 - **Rally Point Branson – May 23-25**
 - MPI-WEC – Jun 17-19
 - Military Reunion Network – Jun 20-23

- **2025 Travel/Notable Events**
 - LamontCo - Jul 8-10
 - ASAE Annual Convention - Jul 14-15
 - Branson is sponsoring this event
 - **HelmsBriscoe Q3 Regional Meeting – Aug 12-14**
 - Destination Midwest – Aug 18-20
 - Connect Marketplace – Aug 25-27
 - One Ice Cream Booth Partnership still available!
 - SMERF Express – Sep 8-11

Open Discussion/Closing Remarks

- **Yvonne is retiring – we will miss her!**
 - Hiring for a National Sales Manager
 - Garren – taking over the military reunion sales market
- **Committee Meetings**
 - **Q3 Committee Meeting**
 - 3:30pm, Wednesday, Sept 24. Branson Chamber & CVB / Microsoft Teams
 - **Q4 Committee Meeting**
 - 3:30pm, Thursday, Dec 11. Branson Chamber & CVB / Microsoft Teams