**2018 Student Market Committee Meeting Notes**

**February 6, 2018**

**\*Committee Members**

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| **Ruthann Crust** | *Titanic Museum Attraction* | **Brandon Mabe** | *Branson’s Famous Baldknobbers* |
| **Joe Modglin** | *The Haygoods* | **Mark & Leslie Thomas** | *Hatfield & McCoy Dinner Feud* |
| **Mark Pearman** | *Branson Craft Mall* | **Ronda Shannon** | *Dolly Parton’s Stampede* |
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|  |  |  |  |
|  |  | **Pam Critchfield** | *The Starlite Theatre* |

**\*Visitors**

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| --- | --- | --- | --- |
| **Dave Cain** | *Flash Photo* | **Chris Hunter** | *BransonMan.com* |
| **Heather Hilton** | *The Track Family Fun Parks* | **David Lan** | *Grand Plaza Hotel* |

**CVB Staff in Attendance: Lenni Neimeyer, Julie Peters, Courtney Bressler**

**2018 Sales Guide**

* Lenni announced that this guide will allow businesses to begin budgeting and planning ahead for 2018. As members of the Student Committee, Lenni asked everyone to pass along information that the 2018 Sales Guide is available.

**Upcoming Partnerships/Due Dates**

* 2018 Branson Live in Memphis Partnership – Deadline April 6, 2018: Lenni noted that information for sign ups and applications will be found online. There are currently 11 businesses signed up with a limit of 25 businesses.
  + Ruthann also noted that there will also be an upcoming 2018 Branson Live in Dallas Partnership in Dallas, Texas with more information coming.
* 2018 Music Director FAM Tour Registration – Deadline April 27, 2018: There are currently 13 businesses signed up with a limit of 25 businesses.

**Post Leisure Group Sales Department Events Update**

* 2018 SYTA Summit – January 17-21, 2018 – Lenni noted that Leah attended the 2018 SYTA Summit.

**Upcoming Leisure Group Sales Department Events Update**

* 2018 TMEA – San Antonio, Texas – February 14-17 - Ruthann explained that TMEA (Texas Music Educators Association) is a huge tradeshow attended in San Antonio, Texas.
  + Breakfast - Lenni announced that this year they will be putting together a breakfast for music directors. The event will be a breakfast to let music directors know what Branson has to offer them and their students. For those attending, Lenni noted, there will be a $50 charge for their food. Lenni also noted that currently have 33 people signed up to attend, 12 music directors, along with 21 Branson people in attendance. Ruthann announced that she is working on getting more music directors. Ruthann asked for committee member volunteers to call more tour operators from the list for the TMEA Breakfast. The committee volunteers included Ashlee Beede, Kyle Hoeck, Jay Wilson, Brandon Mabe, Joe Modglin, Pam Critchfield, and Mark and Leslie Thomas. Lenni ran through the 2018 TMEA Breakfast agenda and noted that she would have 2018 Music Director FAM applications available. Lenni also noted that there will be a gift for music educators concluding the breakfast.
  + Branson Aisle – Ruthann announced that she is very excited for the booths this year, and there are 18 Branson booths total, with 9 on each side. Ruthann reminded committee members that TMEA had changed their booth sharing policy and that it was different from last year when they did a co-op. This year each Branson business will have their own booth in order to get recognition for their Branson business. However, TMEA did grant them permission for all of the Branson booths to remain next to each other. As discussed in their last meeting of coming up with a consistency between all the Branson booths, Lenni announced that each booth will have a sign similar to a road sign reading Branson, Missouri. The idea was to allow each booth to remain their own independent business, yet still be one unified destination. Lenni was ecstatic to announce that the CVB booth’s backdrop this year will be a customized Branson quilt made up of the souvenir t-shirts of area shows, attractions, and more. Lenni noted that there will be a drawing at the end of the week to win this one of a kind Branson quilt. Ruthann requested that each booth also have 2018 Student Guides to be able to inform music educators and directors of a broader idea of what Branson has to offer. Ruthann wanted to give committee members a friendly reminder not to tear down their booths or signs early as it may result in a loss of their points. Ruthann also reminded the committee that when it comes to give aways you can never have too much.
  + Dine Around – Ruthann announced that the 2018 TMEA Dine Around will be in the same location as it was last year, the Hard Rock Café in San Antonio, Texas. There will be a taco bar and more. Ruthann reminded committee members that the Dine Around had been changed to Thursday night as TMEA switched their program and will end at 5 pm. Thursday evening.
* 2018 SYTA Sales Conference - Baltimore, Maryland – August 24-28
  + Branson Ice Cream Social – Ruthann and Lenni announced that the ice cream booth would be the sponsorship for SYTA, just as it was for ABA.
  + It was noted that the cost for the SYTA Ice Cream Booth sponsorship will be less than the cost for ABA Ice Cream Booth due to the fact that tour operator attendance exposure is less.

**Director of Leisure Group Sales Update – Lenni Neimeyer**

* **October** – Lenni reported that Reunion RFIs year to date for October were up 10% and Tour and Travel RFI’s were up 2% year to date. RFPs for both markets were down 4% year to date.
* **November** – Lenni reported that Reunion RFIs year to date for November were down 3% and Tour and Travel RFI’s were up 1% year to date. RFPs for both markets were down 3% year to date.
* **December** – Lenni reported that Reunion RFIs year to date for December were down 5% and Tour and Travel RFIs were up at 4% year to date. RFPs for both markets are down 7% year to date.
  + Lenni noted that her and Julie will continue working hard to bring those numbers up.

**Public Comments** –Lenni wanted to give a thanks to everyone who helped with the ice cream social at ABA. Pam wanted to give Lenni a special thanks and congratulate her on a job well done. Jay suggested to have more chairs for the SYTA ice cream social to accommodate more customers. Ashlee with Ride The Ducks said she loved it and loved that people wanted to sit and hangout at the booth. Overall the committee was very pleased with how the ABA ice cream social turned out and are excited to introduce it at SYTA in August. Brandon Mabe from Branson’s Famous Baldknobbers announced that Reza is back for about 100 shows and Buck Trent is coming back as well.

As there was no further business to discuss, the meeting was adjourned.

**The 2nd Quarter 2018 Student Market Committee Meeting is scheduled for**

**Tuesday, April 10th, 2018 at 10 am.**