**2018 Reunion Committee Meeting Notes**

**February 8, 2018**

**\*Committee Members**

|  |  |  |  |
| --- | --- | --- | --- |
| **Becky Jewsbury – Chairperson** | *Westgate Resorts* | **Mary Slivka – Co-Chair** | *Combs Hotel Properties* |
| **Sarah Hord** | *Ozarks’ Kirkwood Tour & Travel* | **Carl & Nancy Kelly** | *Branson’s Professional Tour Guide Association* |
| **Renee Contreras** | *Branson’s Best Properties* | **Kathy Smith (absent)** | *Myer Hotels* |
| **Tiffanie Rogacki** | *Stone Castle Hotel* | **Joann Chamberlain** | *Barrington Hotel* |
| **Sue Panepinto** | *The All Hands On Deck! Show* | **Dee Elledge** | *Mel’s Hard Luck Diner* |
| **Melody Byrd** | *Dogwood Canyon* | **Dave Cain** | *Flash Photo* |
| **Mark Pearman (absent)** | *Branson Craft Mall* |  |  |

**\*Visitors**

|  |  |  |  |
| --- | --- | --- | --- |
| **Heather Hilton** | *The Track Family Fun Parks* | **Ashlie Beede** | *Ride The Ducks* |
| **Genesis Oltjenbrun** | *Residence Inn* | **Casey Barton** | *Curling Vine Winery* |

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

**2018 Sales Guide**

* Lenni announced that the 2018 Sales Guide was released on September 22, 2017. The Sales Guide lets people know well in advance what the CVB is working on and gives customers 24/7 access to all projects, programs, partnerships, and publication deadlines. The Sales Guide is also available on the portal.

**Upcoming Partnerships/Due Dates**

* 2018 Branson Live in Memphis Partnership – Deadline April 6, 2018: Julie noted that Branson partners can get room reservations now. The event will include a tradeshow from 10:30-12:00 pm., lunch from 12:00-1:00 pm., and from 1:00-1:30 Million Dollar Quartet will be preforming and there will be prize give aways. The event will cost $495 for both the booth and the lunch. Julie noted that the CVB is also reaching out to groups and reunion leaders within a two-hour radius.
* 2018 Music Director FAM Tour Registration – Deadline April 27, 2018

**Post Leisure Group Sales Departments Events Update**

* Veterans Week in Branson, MO:
  + Becky with Westgate Resorts passed out a handout on their 2018 Veterans Week Events including a Navy Memorial Service, Third Annual Medic, Nurses and Combat Veterans Reunion, and Fifth Annual Spirit of Branson Tree Lighting. Becky was happy to announce a new event partnered with Ride the Ducks and The Track Family Fun Parks. The event will be on November 2, 2018, inviting the original Rosie the Riveters to attend. The Guinness Book of Records will be there to record the most Rosie the Riveters at the Branson Ferris Wheel. The event will be held at Track 4 with the Branson Ferris Wheel.
  + Dee with Mel’s Hard Luck Dinner announced the week will begin with an opening for the veterans on November 5 at Jim Stafford Theatre. On November 7 there will be a sandbox party at Mel’s Hard Luck Diner. On November 9, Homefront Heroes will take place, which is an event to celebrate the spouses held at Branson Meadows. Again in 2018, the Korean War reunion will be held at Stone Castle Hotel. On November 10, the 9th Annual Walmart tribute will take place at The Mansion Theatre with Tommy Clack as the keynote speaker. The POW Gala will also take place on November 10 at the Chateau.
  + Mary with Combs Hotel Properties noted that the 14th Anniversary for the Rose Petal Ceremony is still in progress and working on a finalized date and keynote speaker. Mary also wanted to acknowledge that Stone Castle Hotel is hosting the Bainbridge women that served in the Navy from World War II to the Vietnam War. She noted that it will be the first time these women have gotten together.

**Upcoming Leisure Group Sales Departments Events Update**

* YMRC in Myrtle Beach, SC – February 18-22, 2018: Julie noted that she will be attending.

**Leisure Group Sales Update – Julie Peters**

* **October** – Julie 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** – Julie 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** – Julie reported that Reunion RFIs year to date for December were down 5% and Tour and Travel RFIs were up 4% year to date. RFPs for both markets are down 7% year to date.

**Public Comments**

* Melody with Dogwood Canyon announced that they have hired a new director and are now up and running.
* Dee with Mel’s Hard Luck Dinner noted that HUGS will be coming back this year. They will be collecting any donations for packaging boxes.
* Tena Vos at Curling Vine Winery retired and Casey Barton will be in charge of group sales for the current time. Casey noted that Curling Vine Winery will be starting construction on a new museum.
* Julie noted that the Explore Branson portal will be updated and that everyone will need to create a new account.
* Julie passed out pages related to the Spring Bugle deadlines and advertising rates and indicated that anyone who wants added to the Veteran Information Group needs to send her an email and confirm with her to be added to the email grouping that receives Bugle info.
* Julie noted that the Lodge of the Ozarks is the host hotel for the Military Reunion Network

Regional Round Table conference May 3-7, 2018.

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

**The 2nd Quarter Reunion Committee Meeting is scheduled for**

**Thursday, April 12, 2018**