



Sports Committee

November 15, 2018 @ 3:30pm
Branson RecPlex

Minutes

CVB Attendee(s): Terra Alphonso, Yvonne Long and Erika Jernigan

Committee Chair: Kristina Hagey

Committee Co-Chair: Ty Lewis

Committee Member(s): Megan Jackson, Carolyn Boss, Arno Wehr III, Carl Bonnell, Wes Stoner, Sharon Gray and Ronda Shannon.

Guest(s): Jason Reinsch, Sherry Carpenter, Jeff Keen

Call to Order / Introductions: Kristina Hagey called the meeting to order and opened the floor for public comments.

Public Comments

There were no comments.

Did You Know?

Kristina proceeded to ask the committee if they were aware of the Branson Chamber/CVB “5 in FIVE,” initiative. Most members were aware. She explained that Ty Lewis and herself are on the Shoulder Season Committee which has been tasked at identifying the “shoulder seasons” in Branson and exploring strategies capable of growing visitor attendance during the traditionally slower times of the year. One of the strategies they are focused on first is Sports Facility Research and a recommendation for future venue/facility growth.

Kristina noted that Terra reported to the Shoulder Season Committee in October and the members quickly expressed their support. The next steps include rolling out a recommendation and reviewing it with the Shoulder Season and Sports Committee members before presenting the final recommendation to the community in 2019.

Branson Rec Plex Update

Assistant Director of the Branson Parks and Recreation Department, Jason Reinsch, provided an update on 2018 and 2019. Jason noted that the Parks Department had a busy and successful 2018. They will be hosting an archery tournament in December 2018.

Jason also expressed that the Branson Parks Department continues to see demand from both the community and tournament event organizers for additional fields and facilities (for both indoor and outdoor sports). Jason shared a brief overview of the two projects proposed in a memo to Branson's City Administrator and Mayor in 2018.

Staff Update

Terra announced that a Sports Assistant/Coordinator has been approved for 2019 and that the Branson Chamber/CVB plans to hire someone for this position in the first quarter of 2019. Qualified candidates should have experience with clerical and sales support activities as well as event planning and experience speaking in front of large groups.

3rd Quarter Highlights

Terra shared that during third quarter 2018 the sports department sent out 14 RFPs to the community, 8220 room nights were booked for future dates and sports events resulted in \$8.8 million in economic impact and 1864 Jobs Supported.

Travel & Tradeshow

Third quarter travel included sponsorship at S.P.O.R.T.S. – The Relationship Conference, attendance at the TEAMS conference, NASC's annual 4S meetings, USA Softball's Annual Convention and Collinson's Women In Sports conference.

IAGTO FAM

The Branson Chamber and CVB worked in conjunction with several community partners to host 16 international representatives for the IAGTO (International Association of Golf Tour Operator) FAM in September. Terra shared results from the survey attendees completed. This FAM was very successful. The Tour Operators left really excited about the possibilities within the Branson/Lakes area and several have started putting together golf tour packages. Additionally, the North American Representative for IAGTO has shared multiple videos articles have been written in the Traveling Golfer and other online publications.

Committee Member, Chair and Co-Chair Appointments – 2019

Terra explained that it is time to select the 2019 co-chair and committee members. Kristina "passed the baton" to Ty Lewis who will be the 2019 chair for the sports committee. Terra asked that anyone interested in being on the committee and/or recommendations for committee members be emailed by Tuesday, November 20th.

2019 proposed Sports Committee meeting dates:

Terra shared that the 2019 proposed dates are similar to 2018 (Fourth Thursday at 3:30pm) and asked that everyone review their calendars for potential conflicts with the following dates: Thursday, January 24th, Thursday, April 25th, Thursday, July 25th and Thursday, October 24th. Ronda Shannon stated that January 24th will conflict with SYTA in 2019.

Tentative Groups / Site Visits

During 3rd quarter the sports department hosted site visits for Triple Crown Sports, Mid-America Intercollegiate Athletic Association (MIAA), Powerboat Nationals and USAngling and met with Ballparks of America and Babe Ruth League regarding the possibility of extending the Cal Ripken Major/70 World Series for 3 additional years. Discussions with this groups continue. Updates will be noted in the monthly EOM report sent out via IDSS and shared on the portal.

Sports Facility & Venue Development Next Steps

The committee members discussed the fact that multiple studies have been done. Carolyn Boss asked what was keeping our community from moving forward with sports facility development. Terra noted that funding and a clear recommendation for facility development were both needed to move the community forward. Kristina shared that community support is higher than it has ever been. The message regarding the impact from sports has been communicated well and that in order to move things forward a clear plan must be presented to the community and that Terra has been tasked to present a recommendation that the committee will have the opportunity to provide input on.

Committee News & Updates

Carolyn Boss shared that she finalized her degree—Congratulations, Carolyn! She is also planning to run for Branson School Board in 2019.

Wes Stoner noted that MoNASP has sponsorships opportunities for area businesses to get involved (and in front of the people who will be in town for the State Championship that the committee has began working on for 2019) and asked that these be included with the sports committee meeting minutes (see attachments).

Ty Lewis also shared that there had been recent conversations about the status of a task force for trail expansion. Ty Lewis, Carolyn Boss and Carl Bonnell discussed the possibility of forming a Trails Task Force and to meet in 1st Quarter 2019 to discuss in more detail. The goals of the task force would be to identify current infrastructure and planned future development; research consumer demand and best practices for monetizing this tourism market (in leisure destinations) and to present a recommendation for future development and marketing.

Summary & Action Items

Email Terra to let her know if you are interested in being on the sports committee and/or recommendations by Tuesday, November 20th.

Email Terra if you are aware of conflicts with the proposed 2019 meeting dates no later than Tuesday, November 20th.

Email Potential Sports Coordinator Applicants to Terra by End of December. We will begin the hiring process in first quarter 2019.

Contact Terra if you are interested in working more closely on the Sports Facility & Venue Development Research project.

Contact Ty Lewis if you are interested in being involved with a Trails Task Force in 2019.

The Branson Chamber/CVB Sales Guides are available. The Sports Welcome Backpacks have been included as an option to get your business in front of Branson sports travelers again in 2019.