

UPCOMING
DATES &
INFO.

- **Formation of Focus Groups**
September
- **Possible Committee Meeting**
October 5
at 6:00 pm
(Fishbowl)
- **Visioning Workshop**
October 7
at 3:30 pm
and 6:30 pm
(Branson High School Auditorium)
- **Possible Futures Open House**
October 28
at 5:00 pm
(The Keeter Center at College of the Ozarks)

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Branson Comprehensive Plan Steering Committee Newsletter

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Comprehensive Plan Progress - August Update

August proved to be a beneficial month for the Comprehensive Plan as the process took another large step forward. Design Workshop visited Branson for the second time since the start of the effort and helped to host the Informational Open House on August 12th along with the Steering Committee. After almost two months of planning, the Open House was attended by almost 300 hundred citizens from Branson as well as the surrounding area. The Open House highlighted four stations (Community Plan 2030, Heritage & Environment, Community and Economics) where participants were encouraged to share opinions and thoughts about each topic. Some exercises to promote discussion included identifying specific cherished



Participants visiting the four stations during the Open House



Participants listening during the introduction of the presentation

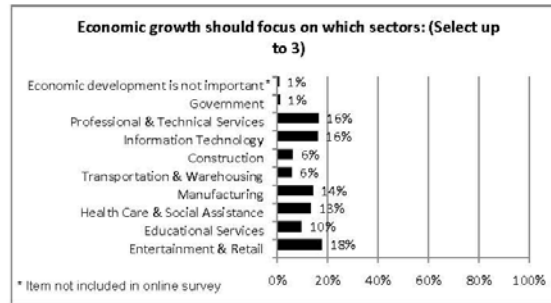
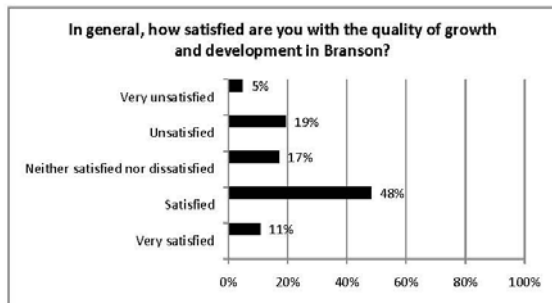
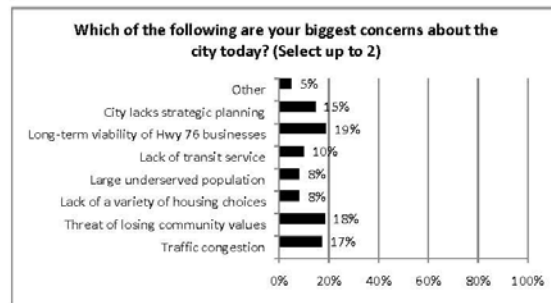
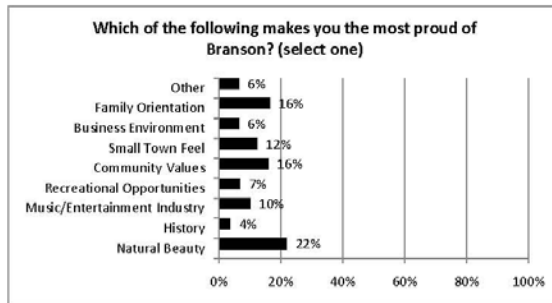
places with dots while others asked participants to place certain colored dots on a specific image depending on if they liked or disliked what it depicted. Additionally, the Open House included a 30-minute presentation, which was repeated later in the evening, that included a real time, interactive survey which was completed by each attendee with a small, hand held keypad. In all, there were 24 questions ranging from what a person's age was to what their opinion was of residential growth over the past ten years. A brief summary of some of the results are included in this newsletter. The entire list of the survey results and comments from each of the stations can be found at www.BransonCompPlan.com.

Meeting In A Box Presentations

The success of the Informational Open House is due to the people that came and participated and to the people that went out into the community and spread the word and encouraged them to attend. The "Meeting In A Box" turned out to be another success story for Branson's Comprehensive Plan. In a combined effort, the Steering Committee Members, City Staff and citizens were responsible for attracting over 50% of the evening's attendees to the event through the various presentations either directly or indirectly. City staff alone met with 23 groups that included almost 650 individuals as well as two meals. The audiences ranged in size and ages from eight to eighty. The groups represented many of the different interests in Branson included the theaters, hotels, community services, politics, economy, businesses, neighborhoods, and culture. As the process continues to move forward, additional "Meetings in a Box" will be created and presentations will be again given to the previous groups to encourage continued support in the effort. If you have any questions or are interested in leading or participating in a "Meeting in a Box", please feel free to contact Joel Hornickel at the City of Branson at 417.337.8568 or jhornickel@bransonmo.gov.

Survey Results

*All Results Found at www.BransonCompPlan.com



Next Steps & Public Meetings

With momentum continuing to build, we look forward to the next steps in the Comprehensive Planning Process. The next opportunity for the public to get involved will be at the Visioning Workshop on October 7th at the Branson High School in their auditorium. Two, two-hour sessions will be held at 3:30 pm 6:30 pm as a way to offer greater flexibility to potential participants. In contrast to the Informational Open House, attendees will be asked to stay for the entire two hour duration in order to fully provide the necessary responses and feedback. Participants of the workshop will work together to generate future land use alternatives. Real-world examples will be given for each land use type, so that the participants will understand the character of development implied, and the affect it could have on their community. Keypad polling will again be used to generate an array of development preference maps, land use alternatives and associated performance

indicators. The results generated during the workshop will also be used during the meeting to provide graphical, map-based interpretations of the participant's values and preferences.

The second chance for community members to get involved in the process in October will be on the 28th at the Keeter Center at College of the Ozarks. During that evening, a Modeling Possible Future Open House will be conducted that will take the information collected during the Visioning Workshop to formulate two or three alternatives for future growth. Each of which, will have opportunities and challenges that will need to be evaluated. Those alternatives will ultimately help to identify areas of consensus amongst the community. Once again, the keypad polling technique will be used to gather attendee's responses to each possible future and the information will immediately be presented back to the community.

Steering Committee Member List

- Clark Harris, Chairman
- Brenda Romine, Vice-Chairperson
- Karen Best
- Dan Chinn
- Rick Davis
- Jane Friggle
- June Hartley
- Kevin Huddleston
- Dan Lennon
- Scott McCaulley
- Joe McDowell
- Autumn Page
- Dan Ruda
- Craig Wescott
- Jamie Whiteis
- Dave Woolery
- Staff - Jim Lawson, Garrett Anderson
- & Joel Hornickel