

UPCOMING
DATES &
INFO.

- **Committee Meeting July 6 at 6:00 pm (Fishbowl)**
- **Promotion of Community Informational Open House July**
- **Proposed Committee Meeting August 3 at 6:00 pm (Fishbowl)**
- **Proposed Open House August 12 - Location and time to be determined**

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Branson Comprehensive Plan Steering Committee Newsletter

VOLUME 1, ISSUE 4

JUNE 2010

Comprehensive Plan Progress - Committee's June Meeting

On June 1st, the members of the Comprehensive Plan Steering Committee held their monthly meeting at Branson's City Hall in the Council Chambers. The first item of the evening was the staff's presentation summarizing the final results of the photo exercise introduced last month. The presentation included the three photos from each of the eight categories that received the most votes from the members. In addition, each photo included the phrases and explanations that were provided by the committee

members during the voting. As staff mentioned at the meeting, the comments were very intriguing, eye opening and were able to begin providing strong recommendations about possible directions the Comprehensive Plan could take. After the presentation, staff provided final information regarding Design Workshop's visit the following week. The information included a revised tour route map and a list of the individuals and groups that were asked to participate in the in-depth interviews.

In-Depth Interviews

As part of Design Workshop's effort to gather as much data and information about Branson as possible, they conducted 30 interviews on June 17 and 18 at City Hall. By the end of the two day period, they had interviewed 85 individuals representing over 60 of the different groups and organizations that make up Branson. As not only a thriving community with many needs, we are also a tourist destination which creates a completely different set of needs and issues for our citizens and our services. Thus, the goal for the interviews was to uncover what those specific issues might be for each group and what could be done over the next 10 to 20 years to provide support. Each interview was preceded by a brief introduction from staff about the overall Comprehensive Planning process as well as what information was being gathered. Each interview lasted roughly 30 minutes in length, but provided an abundance of information on the opportunities and challenges that our community faces. Additionally, Design workshop will be contacting the City's Departmental Directors and those that were unable to attend their specific interviews by phone from their office in Denver so their input and needs can also be collected and included as a part of this effort.

Design Workshop's Kick-Off

On June 15th, Becky Zimmermann and Amanda Hindman of Design Workshop arrived in Branson for their first visit since receiving approval of their contract by the Board of Alderman in May. Upon their arrival, they held a Kick-Off Meeting for the Steering Committee members at City Hall. The goal for the meeting was to align the project team around the purpose and the organization of the project. The meeting also gave the committee members the opportunity to discuss with the consultant what the project content would be

and what components and actions would be necessary to direct a successful outcome. One of the most informative and interesting discussions of the evening came after Becky had asked the group to share where they had grown up and what they enjoyed about that place. It was such a simple question, but created a great discussion. Each response allowed the members to see into a little portion of the other members' lives. It also gave insight into what each of the member's interests were and what their contributions will be throughout this process.

DESIGNWORKSHOP

Website Launch

As part of Design Workshop's media plan, which is forthcoming, they will be launching an official project website to provide information to the community as well as to gather information from the them. The website will be offered as a direct link from the City's website or accessible by anyone who knows the address. It will not only provide downloadable project information throughout the entirety of the process, but it will also be updated after each public meeting with the information and outcomes of those particular meetings. Additionally, next steps and presentation materials will be available for reference after the anticipated launch within the next few weeks.

www.BransonCompPlan.com

Phase	Activity	Timeline
Phase 1:	Project Kick-Off	Late Spring-Early Summer 2010
Phase 2:	Identify Issues	Late Spring-Early Summer 2010
Phase 3:	Baseline Analysis	Summer 2010
Phase 4:	Education & Buy-In	Summer 2010
Phase 5:	Set Goals & Identify Metrics	Summer 2010
Phase 6:	Possible Futures & Community Vision	Fall 2010
Phase 7:	Draft Plan	Spring 2011
Phase 8:	Public Adoption Process	Spring 2011
Phase 9:	Final Plan	Late Spring 2011

Tour of Branson

As part of the first phase of Branson's Comprehensive Plan, members of Design Workshop, city staff and 11 members of the Steering Committee met on June 16th to tour Branson and the surrounding areas. The goal was to further strengthen the alignment of the team and to also meet with several community leaders to hear firsthand the issues that may influence the outcomes of the plan. The tour started with a tour of the convention center and a 45-minute trolley ride around the Historic Downtown. After a brief break, the group transferred to transportation, which was graciously provided by Branson Gray Line, and then continued onto Hollister, the Taney County Airport and College of the Ozarks. The tour then brought the group back towards Branson by way of the Hiawatha Heights Neighborhood and then through several locations along Highway 76. Prior to a lunch break, the group enjoyed a quick go-cart ride at Track #3 as well as insight from

the Lodging Association and a tour of Clay Cooper's recently renovated theater given by Clay himself. After lunch, the group ascended to the top of Inspiration Tower at Shepherd of the Hills to enjoy the view and hear the viewpoints from persons representing Shepherd of the Hills as well as Silver Dollar City. Once back on the bus, the group wrapped the tour up with stops at the Mountain Data Center, the Rec-Plex and Skaggs Hospital. Each stop provided a better understanding of Branson and the information shared by each of the Steering Committee members in between the stops was equally valuable. One member stated that "I have learned so much about our community today and I wish everyone had this same opportunity."



A special thank you to Gray Line and Branson's DBMA!!

Steering Committee Member List

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