
COMPREHENSIVE PLANNING COMMITTEE

Committee Meeting – Thursday, March 27, 2025 – 5:00 PM

Branson RecPlex – Community Room – 1501 Branson Hills Parkway – Branson, MO

Where Values are the Difference

MARCH: Service/Courtesy – Responding to others with respect and a helpful attitude

MINUTES

CALL TO ORDER

Mark Colussy, Strategic Initiatives Coordinator for the City of Branson, calls the meeting to order at 5:17 p.m. after dinner is served. Mark reminded everyone that, the same as in the first meeting, there is no public comment time during these meetings. There will be future opportunities for public comment at specifically designed public meetings. Any members of the public who would like to provide comments can specifically reach out to Mark after the meeting.

ROLL CALL

After reviewing the sign-in sheet, Mark announces that the quorum is met.

Present: Ruth Denham, Branson Board of Aldermen, Ward III; Gary Groman, Branson Planning Commission; Pamela Yancey, Branson Chamber of Commerce/CVB; Matthew Adkins, Taney County Partnership; Nick Sharp, Ph.D., College of the Ozarks; Mindy Honey, Silver Dollar City Foundation; Billy Ong, ECID Board; Alex Williams, Finance Committee; Cherry Webster, At-Large Resident; Matthew Kendrick, At-Large Resident; Cris Bohinc, Historic Downtown Branson CID; Kirk Elmquist, Tourism Community Enhancement District; Lisa Marshall, Taney County Health Department; Glenn Schulz, Branson Board of Aldermen, Ward II; Chad Meadows, Peach Tree Home Décor and Renovation; Dennis Wiggins, Taney County Partnership; Aishwarya Shrestha, SMCOG; Thomas Cunningham, SMCOG; Jennifer Thompson, Staff; Karen Cassata, Staff; Mark Colussy, Staff.

Absent: William Mahoney, Cox Medical, Community Hospital Group; Taylor Clark, Ignite Branson, Lakes Area Leadership Academy; Bill Skains, At-Large Resident; Cassie Cunningham, White River Electric; Mike Dawson, Branson Public Schools.

Mark mentions that there are a few members of the committee and staff that were not at the last meeting and asks committee members and staff to introduce themselves. Thomas Cunningham with SMCOG introduces himself, followed by an announcement that Cheyenne is no longer with the city and Karen Cassata is newly hired for city administration. Two committee members then followed with a brief introduction: Chad Meadows with Peach Tree Home Décor & Renovation and Pam Yancey, with the Chamber of Commerce/CVB.

REGULAR AGENDA:

1. ACKNOWLEDGED RECEIPT AND APPROVAL OF MINUTES FOR JANUARY 16, 2025, CPC MEETING.

The floor was opened for a motion to approve the minutes from the January 16, 2025 meeting. Alderman Schulz so moved, and Gary Groman seconded. Motion Carried.

2. INTRODUCTION OF KITCHEN TABLE CONVERSATIONS

Mark provided an overview of what a 'Kitchen Table Conversation' is and how it can be useful in gathering critical public input. Kitchen Table Conversations could be as simple as asking people you know questions around the kitchen table. The conversations should be casual, aimed at getting quality, genuine feedback in a one-on-one or small group setting. The list distributed to the committee includes 25 prompts, divided into groups of five (5). Mark asked committee members to ask their peers/colleagues/friends/family/neighbors/club members/etc., or generally their spheres of influence, five questions every two weeks. Once the committee gets through all the sets of questions, the committee will discuss the input. Mark asked the committee to pay specific attention to consistency in some of the responses people provide. Once these trends are discussed in the group setting, themes can be developed based on collective feedback.

3. NEW DATA ANALYSIS AND MAPPING

Mark transitioned to provide an overview of the new mapping efforts that city staff have been working on. Mark introduces the maps that are located around the room and the geographical information and data that each map shows. Mark explained that the maps prepared for this meeting were a direct result of some of the conversation from the first meeting regarding a special focus on the location and number of condos and nightly rentals in the city. It became important to understand the amount, location, and density of the nightly rentals to see geographical trends. Since the city classifies each business license, the business-types map can start the efforts to develop an accurate existing land use

map. The maps are also some of the building blocks needed to build out a new future land use map. The features shown on the Land Constraints map can be given a scaled value and assigned to each of the one-acre hexagons shown on the One Acre Hex Grid Layout map. Next steps will be applying this logic to positive development infrastructure that promotes development. By combining the data from the land constraints and the development infrastructure, an algorithm can be developed to understand the most-to-least likely areas of the city to be developed in the future.

The following maps were presented and explained:

- Business Types
- Licensed Nightly Rentals
- One Acre Hex Grid Layout
- Vacant Properties
- Land Constraints

4. UPDATE ON THE STATUS OF THE COMMUNITY SURVEY

Mark started this discussion on the status of the community survey by explaining that the survey deadline was postponed and that the full survey report will not be available until after the survey closes. This prompted a lot of discussion regarding how to possibly get more responses for the survey. A suggestion was made to target a younger audience in order to gain a more well-rounded perspective on the topic.

After the discussion about how to improve the survey response, Thomas provided the group some data regarding some of the findings in the results so far. Thomas reported that 554 respondents so far. The biggest individual age group was the 50 to 59 as 20% of all the responses, then 40 to 49 is 15% and 60 to 64 is 13%. In total, a large number of responses were people over 50. Discussion continued with the committee about how some different efforts to focus on younger individuals could get the under 50 year old response groups to a higher percentage.

Ideas for engaging with this younger demographic included:

- Approaching individuals at the local soccer fields.
- Utilizing social media platforms more effectively.
- Collaborating with Branson High School to encourage student participation.
- Engaging with the Branson GO CAPS program.

The group also discussed tailoring the survey to better suit a younger audience by adjusting the format and content. There is an option that a student-specific survey could be developed. Mark and Thomas

will work on this idea over the coming days. Mark will continue to try to work with the School District to see ways to get student input, if not specifically Juniors and Seniors.

5. STRENGTHS/WEAKNESSES/OPPORTUNITIES/THREATS (SWOT) ANALYSIS

Due to time constraints, this Agenda item was tabled until the next meeting.

6. SET DATE FOR SURVEY & NEXT MEETING

After Mark suggested trying to find a common time and date of the week and month to meet, a discussion ensued regarding the selection of the next meeting date and time. Mark suggested meeting in approximately a month, which would give enough time to extend the survey deadline. Multiple members of the committee mentioned the Ozark Mountain Prayer Breakfast on May 1st, so if that would be the targeted date, meeting earlier than 5 p.m. would be preferred. After more discussion, it was agreeable to the attendees to have the meeting at 3 p.m.

Mark announced that next CPC meeting will be on Thursday, May 1st at 3 p.m. If the Rec Plex is available again before summer camp starts, which would occupy the community room, he would try to reserve the Rec Plex again. Mark promised to let the committee know as soon as he knew if the room was available.

REPORTS

Due to the time, no reports were given at the meeting.

ADJOURN

The floor was opened for a motion to adjourn. Alderman Schulz so moved. Motion Carried.
The Meeting was adjourned at 7:32 p.m.



Mark Colussy
Strategic Initiatives Coordinator