

MINUTES

REGULAR MEETING OF THE BOARD OF ALDERMEN CITY OF BRANSON, MISSOURI AUGUST 22, 2023

CALL TO ORDER

The Board of Aldermen of the City of Branson, Missouri, met in Regular Session in the Council Chambers of the City Hall on August 22, 2023 at 6:00 PM. Mayor Milton called the meeting to order.

PLEDGE OF ALLEGIANCE

INVOCATION

ROLL CALL

City Clerk Hillary Briand called roll. Present: Mayor Milton, Alderman Cody Fenton, Alderman Ruth Denham, Alderman Clay Cooper, Alderman Marshall Howden, Alderman Chuck Rodriguez, Alderman Ralph LeBlanc. Absent: none.

Mayor Milton requested a moment of silence for Shoji Tabuchi who passed away on August 11, 2023.

AWARDS/RECOGNITIONS:

PROCLAMATIONS:

- A. A PROCLAMATION DECLARING AUGUST 25, 2023, AS COACH STEVE HANCOCK DAY IN BRANSON.

The proclamation was presented later in the meeting once the recipient arrived and Mayor Milton presented the proclamation.

PUBLIC COMMENT:

Mayor Milton began the Public Comments section of the Board of Aldermen meeting by stating the Board would hear citizens who signed up in the order they are listed.

Speakers:

Nate Horsman discussed "Correcting The Record."

Michael London discussed "Marketing Contract." He submitted a handout for the Board (See attached handout).

Deanna Slatton discussed "Health safety."

Gary Groman discussed "A lifetime in 7 seconds or was..."

CONSENT AGENDA:

Mayor Milton asked if any member of the Board had any items they wished to have removed from the Consent Agenda for further discussion. Alderman Cooper requested Item Number 5 be removed from the Consent Agenda and placed as the first item on the Regular Agenda. The following items were read by title:

1. APPROVAL OF THE BOARD OF ALDERMEN MEETING MINUTES FOR THE AUGUST 8, 2023 REGULAR MEETING, AUGUST 9, 2023 SPECIAL MEETING AND AUGUST 10, 2023 SPECIAL MEETING.
2. ACKNOWLEDGE RECEIPT OF BOARD OF ADJUSTMENT MINUTES FOR THE MAY 25, 2023 AND JUNE 22, 2023 MEETINGS.
3. ACKNOWLEDGE RECEIPT OF PLANNING COMMISSION MINUTES FOR THE JULY 6, 2023 REGULAR MEETING.
4. ACKNOWLEDGEMENT OF DISBURSEMENTS FOR JULY 14, 2023 THROUGH AUGUST 11, 2023.
5. FINAL READING OF BILL NO. 6342 AN ORDINANCE ESTABLISHING THE ANNUAL LEVY OF A PROPERTY TAX FOR GENERAL REVENUE IN THE CITY OF BRANSON, MISSOURI, A CITY OF THE FOURTH CLASS.

Bill No. 6342 has been removed from the Consent Agenda and placed as the first item on the Regular Agenda.

The item was read by title. The floor was opened for a motion approving FINAL READING OF BILL NO. 6342 AN ORDINANCE ESTABLISHING THE ANNUAL LEVY OF A PROPERTY TAX FOR GENERAL REVENUE IN THE CITY OF BRANSON, MISSOURI, A CITY OF THE FOURTH CLASS. Alderman LeBlanc so moved, seconded by Alderman Howden.

Alderman Cooper moved to amend Bill No. 6342 as follows:

In Section 2, change the levy amount from \$0.6046 to \$0.5821, seconded by Alderman Denham.

Vote on the amendment: Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Vote on the Final Reading of Bill No. 6342 as amended. Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Ordinance No. 2023-0092 was duly enacted.

No discussion.

6. FINAL READING OF BILL NO. 6343 AN ORDINANCE APPROVING THE INTERFUND-LOAN BETWEEN THE TOURISM FUND AND THE CAPITAL IMPROVEMENT FUND (CAMPGROUND) FOR THE CONSTRUCTION OF A CAMPGROUND.

Ordinance No. 2023-0093 was duly enacted.

7. FINAL READING OF BILL NO. 6347 AN ORDINANCE APPROVING THE INTERGOVERNMENTAL AGREEMENT WITH TANEY COUNTY FOR THE COUNTY TO PROVIDE FUNDING TOWARD THE COST OF THE CITY'S PLANNED 2023 PUBLIC SEWER SYSTEM UPGRADE FOR LIFT STATION #46 CONSTRUCTION AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

Ordinance No. 2023-0094 was duly enacted.

8. FINAL READING OF BILL NO. 6348 AN ORDINANCE ACCEPTING THE PROPOSAL OF MIDWEST CONTRACTORS & CONSULTANTS, INC. FOR THE CONSTRUCTION OF LIFT STATION #46 IMPROVEMENTS AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

Ordinance No. 2023-0095 was duly enacted.

9. FINAL READING OF BILL NO. 6349 AN ORDINANCE ACCEPTING THE PROPOSAL OF BRENNTAG MID-SOUTH, INC. FOR THE WATER AND WASTEWATER TREATMENT OPERATION CHEMICALS AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

Ordinance No. 2023-0096 was duly enacted.

10. FINAL READING OF BILL NO. 6350 AN ORDINANCE ACCEPTING THE PROPOSAL OF HARTMAN & COMPANY, INC. FOR CONCRETE REPAIR & REPLACEMENT AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

Ordinance No. 2023-0097 was duly enacted.

11. FINAL READING OF BILL NO. 6351 AN ORDINANCE APPROVING THE CONTRACT WITH CXT INCORPORATED FOR THE PURCHASE OF A PRE-CAST CONCRETE RESTROOM AND SHOWER AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

Ordinance No. 2023-0098 was duly enacted.

The floor was opened for a motion to approve all items on the Consent Agenda as amended. Alderman Howden so moved, seconded by Alderman LeBlanc.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

REGULAR AGENDA:

12. FIRST READING OF BILL NO. 6354 AN ORDINANCE TO AMEND PD2005-007, KNOWN AS THE BRANSON HILLS PLANNED DEVELOPMENT, FOR THE PROPERTY LOCATED AT 297 BUCHANAN RD, BRANSON MISSOURI.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6354 AN ORDINANCE TO AMEND PD2005-007, KNOWN AS THE BRANSON HILLS PLANNED DEVELOPMENT, FOR THE PROPERTY LOCATED AT 297 BUCHANAN RD,

BRANSON MISSOURI. Alderman Rodriguez so moved, seconded by Alderman Cooper.
Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Discussion.

13. FIRST READING OF BILL NO. 6355 AN ORDINANCE APPROVING THE CONTRACT WITH STONERIDGE FLOORING FOR FLOORING REMOVAL AND INSTALLATION AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6355 AN ORDINANCE APPROVING THE CONTRACT WITH STONERIDGE FLOORING FOR FLOORING REMOVAL AND INSTALLATION AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT. Alderman Rodriguez so moved, seconded by Alderman Denham.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

No discussion.

14. FIRST READING OF BILL NO. 6356 AN ORDINANCE ACCEPTING THE PROPOSAL OF RIO GRANDE PACIFIC TECHNOLOGY, INC. FOR WAYSIDE HORN SYSTEM AT LONG STREET AND BRANSON LANDING BOULEVARD RAILROAD CROSSING AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6356 AN ORDINANCE ACCEPTING THE PROPOSAL OF RIO GRANDE PACIFIC TECHNOLOGY, INC. FOR WAYSIDE HORN SYSTEM AT LONG STREET AND BRANSON LANDING BOULEVARD RAILROAD CROSSING AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT. Alderman Rodriguez so moved, seconded by Alderman LeBlanc.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Discussion.

15. FIRST READING OF BILL NO. 6357 AN ORDINANCE CORRECTING THE NOT TO EXCEED AMOUNT IN ORDINANCE NO. 2023-0087 TO CLARIFY AND ACCEPT THE PROPOSAL OF FLYNN DRILLING COMPANY INC. FOR THE REPAIR OF MEADOWS WATER TREATMENT PLANT INTAKE LAKE PUMP #4 AND AUTHORIZING THE MAYOR TO EXECUTE THE DOCUMENTS RELATED THERETO.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6357 AN ORDINANCE CORRECTING THE NOT TO EXCEED AMOUNT IN ORDINANCE NO. 2023-0087 TO CLARIFY AND ACCEPT THE PROPOSAL OF FLYNN DRILLING COMPANY INC. FOR THE REPAIR OF MEADOWS WATER TREATMENT PLANT INTAKE LAKE PUMP #4 AND AUTHORIZING THE MAYOR TO EXECUTE THE DOCUMENTS RELATED THERETO. Alderman Rodriguez so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Alderman Cooper moved to read Bill No. 6357 for its final reading due to timing, seconded by Alderman Rodriguez.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

The item was read by title. The floor was opened for a motion approving FINAL READING OF BILL NO. 6357 AN ORDINANCE CORRECTING THE NOT TO EXCEED AMOUNT IN ORDINANCE NO. 2023-0087 TO CLARIFY AND ACCEPT THE PROPOSAL OF FLYNN DRILLING COMPANY INC. FOR THE REPAIR OF MEADOWS WATER TREATMENT PLANT INTAKE LAKE PUMP #4 AND AUTHORIZING THE MAYOR TO EXECUTE THE DOCUMENTS RELATED THERETO. Alderman Rodriguez so moved, seconded by Alderman LeBlanc.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Ordinance No. 2023-0099 was duly enacted.

No discussion.

16. FIRST READING OF BILL NO. 6358 AN ORDINANCE CORRECTING THE NOT TO EXCEED AMOUNT IN ORDINANCE NO. 2023-0088 TO CLARIFY AND ACCEPT THE PROPOSAL OF FLYNN DRILLING COMPANY INC. FOR THE PURCHASE OF A GROUNDWATER WELL PUMP ASSEMBLY FOR CITY WELL #10 AND AUTHORIZING THE MAYOR TO EXECUTE THE DOCUMENTS RELATED THERETO.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6358 AN ORDINANCE CORRECTING THE NOT TO EXCEED AMOUNT IN ORDINANCE NO. 2023-0088 TO CLARIFY AND ACCEPT THE PROPOSAL OF FLYNN DRILLING COMPANY INC. FOR THE PURCHASE OF A GROUNDWATER WELL PUMP ASSEMBLY FOR CITY WELL #10 AND AUTHORIZING THE MAYOR TO EXECUTE THE DOCUMENTS RELATED THERETO. Alderman Rodriguez so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Alderman Cooper moved to read Bill No. 6358 for its final reading, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

The item was read by title. The floor was opened for a motion approving FINAL READING OF BILL NO. 6358 AN ORDINANCE CORRECTING THE NOT TO EXCEED AMOUNT IN ORDINANCE NO. 2023-0088 TO CLARIFY AND ACCEPT THE PROPOSAL OF FLYNN DRILLING COMPANY INC. FOR THE PURCHASE OF A GROUNDWATER WELL PUMP ASSEMBLY FOR CITY WELL #10 AND AUTHORIZING THE MAYOR TO EXECUTE THE DOCUMENTS RELATED THERETO. Alderman Rodriguez so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Ordinance No. 2023-0100 was duly enacted.

No discussion.

17. FIRST READING OF BILL NO. 6359 AN ORDINANCE APPROVING THE CONTRACT WITH EJ

EQUIPMENT, INC. FOR THE PURCHASE OF A SEWER CAMERA TV INSPECTION SYSTEM AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6359 AN ORDINANCE APPROVING THE CONTRACT WITH EJ EQUIPMENT, INC. FOR THE PURCHASE OF A SEWER CAMERA TV INSPECTION SYSTEM AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT. Alderman Denham so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Discussion.

18. FIRST READING OF BILL NO. 6360 AN ORDINANCE APPROVING THE CONTRACT WITH CARBUSA, INC. FOR THE PURCHASE OF ACTIVATED CARBON USED IN THE CITY'S WASTEWATER TREATMENT PLANTS AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6360 AN ORDINANCE APPROVING THE CONTRACT WITH CARBUSA, INC. FOR THE PURCHASE OF ACTIVATED CARBON USED IN THE CITY'S WASTEWATER TREATMENT PLANTS AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT. Alderman Denham so moved, seconded by Alderman Howden.

Alderman Cooper left the meeting at 7:14 p.m.

Voting aye: Fenton, Denham, Howden, Rodriguez, LeBlanc. Nays: none. Absent: Cooper. Motion Carried.

No discussion.

Alderman Cooper returned to the meeting at 7:16 p.m.

19. FIRST READING OF BILL NO. 6361 AN ORDINANCE APPROVING THE CONTRACT WITH CDW GOVERNMENT FOR THE PURCHASE OF A BACKUP APPLIANCE AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6361 AN ORDINANCE APPROVING THE CONTRACT WITH CDW GOVERNMENT FOR THE PURCHASE OF A BACKUP APPLIANCE AND AUTHORIZING THE MAYOR TO EXECUTE THE CONTRACT. Alderman Cooper so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

No discussion.

20. A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, SETTING FORTH THE FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE CITY'S ANNUAL BUDGET FOR FISCAL YEAR 2023.

This item was read by title. The floor was opened for a motion to adopt A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, SETTING FORTH THE FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE CITY'S ANNUAL BUDGET FOR FISCAL YEAR 2023. Alderman Fenton so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

No discussion.

21. FIRST READING OF BILL NO. 6362 AN ORDINANCE AMENDING THE ADOPTED 2023 BUDGET FOR THE CITY OF BRANSON TO ADJUST MONIES FOR ADDITIONAL EXPENSES IN THE FIRE DEPARTMENT INTERNAL SERVICE FUND FOR AN INCREASE IN THE FIRE DEPARTMENT CAPITAL PROJECTS TO ACCOUNT FOR THE FIRE DEPARTMENT TOW VEHICLE AND DIVISION CHIEF OF OPERATIONS VEHICLE.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6362 AN ORDINANCE AMENDING THE ADOPTED 2023 BUDGET FOR THE CITY OF BRANSON TO ADJUST MONIES FOR ADDITIONAL EXPENSES IN THE FIRE DEPARTMENT INTERNAL SERVICE FUND FOR AN INCREASE IN THE FIRE DEPARTMENT CAPITAL PROJECTS TO ACCOUNT FOR THE FIRE DEPARTMENT TOW VEHICLE AND DIVISION CHIEF OF OPERATIONS VEHICLE. Alderman Rodriguez so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

No discussion.

22. A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, SETTING FORTH THE FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE CITY'S ANNUAL BUDGET FOR FISCAL YEAR 2023 FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY POLICE FUND.

This item was read by title. The floor was opened for a motion to adopt A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, SETTING FORTH THE FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE CITY'S ANNUAL BUDGET FOR FISCAL YEAR 2023 FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY POLICE FUND. Alderman Rodriguez so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Resolution No. 2023-R025 was adopted.

No discussion.

23. FIRST READING OF BILL NO. 6363 AN ORDINANCE AMENDING THE ADOPTED 2023 BUDGET FOR THE CITY OF BRANSON TO ADJUST MONIES FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY POLICE FUND FOR AN AGREEMENT WITH THORP CREEK LLC, A SHOOTING RANGE.

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6363 AN ORDINANCE AMENDING THE ADOPTED 2023 BUDGET FOR THE CITY OF

BRANSON TO ADJUST MONIES FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY POLICE FUND FOR AN AGREEMENT WITH THORP CREEK LLC, A SHOOTING RANGE. Alderman Denham so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

No discussion.

- 24. A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, SETTING FORTH THE FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE CITY'S ANNUAL BUDGET FOR FISCAL YEAR 2023 FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY FUND.**

This item was read by title. The floor was opened for a motion to adopt A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, SETTING FORTH THE FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE CITY'S ANNUAL BUDGET FOR FISCAL YEAR 2023 FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY FUND. Alderman Rodriguez so moved, seconded by Alderman Howden.

Speakers:

Gabriella Chrisman

Ron Ensich

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Resolution No. 2023-R026 was adopted.

Discussion.

- 25. FIRST READING OF BILL NO. 6364 AN ORDINANCE AMENDING THE ADOPTED 2023 BUDGET FOR THE CITY OF BRANSON TO ADJUST MONIES FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY FUND.**

The item was read by title. The floor was opened for a motion approving FIRST READING OF BILL NO. 6364 AN ORDINANCE AMENDING THE ADOPTED 2023 BUDGET FOR THE CITY OF BRANSON TO ADJUST MONIES FOR ADDITIONAL EXPENSES IN THE PUBLIC SAFETY FUND. Alderman Rodriguez so moved, seconded by Alderman Fenton.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Discussion.

- 26. CANCELLING AND RESCHEDULING OF 2023 BOARD OF ALDERMEN MEETINGS.**

The floor was opened for a motion to reschedule the September 12, 2023 Study Session and Regular Meeting to September 14, 2023 and cancel the December 26, 2023 Study Session and Regular Meeting. Alderman Rodriguez so moved, seconded by Alderman Howden.

Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

ANNOUNCEMENT OF ELECTION RESULTS

City Clerk Hillary Briand read the Certification of Election results from the August 8, 2023, Special Election into the record (See attached).

REPORTS

Alderman Fenton thanked the Mayor for keeping the meeting on track. He congratulated Coach Steve Hancock on the proclamation this evening and said he's been an important figure for a lot of people over the years. He commented on the loss of Shoji Tabuchi and he realizes the impact he had on Branson. His thoughts are with Shoji's family and this is truly a loss for the community.

Alderman Denham mentioned going to several attractions for kids in Branson and feels there's a lot for kids to do in Branson.

Alderman Cooper commented on the loss of Shoji Tabuchi and feels it's unbelievable how advanced his show was in the early 1990s and he encouraged everyone to watch the intro to his show on YouTube. He recalled when Shoji's theater caught fire and Shoji performed at his theater. He's never met anyone more proud to be an American than Shoji and he discussed how his death is a great loss to the community and he will miss him dearly. He commented on the recent power outages due to storms and he wanted to publicly recognize how the Grand Victorian Hotel helped families during the power outages.

Alderman Howden recalled when Shoji Tabuchi called to congratulate him on his election to the Board last year and shared how Shoji was a friend to his grandpa and it meant the world to him that he continued a friendship with him. He discussed the wildfires happening across the country and wanted to know if the topic of emergency management could be brought up at a Study Session. He mentioned recently taking a trip to Hermann, Missouri, and on the way he saw several water towers in different towns with their school mascots and logos painted on them. He inquired if Branson's last water tower could be painted with Branson Schools' logo.

Alderman LeBlanc clarified his stance on the Constitution, freedom of speech and freedom of religion. He explained his opposition to a speaker earlier this evening was because a specific religion was called out. He feels everyone should be respected and his opposition wasn't about the speaker, but that he didn't want anyone to feel disrespected. He explained it was a call out on a specific religion and he has a lot of friends and people he knows who are Jewish. Alderman LeBlanc feels staff is continuing to hit grand slams, the community is recognizing it and it's great to be a part of this.

City Administrator Cathy Stepp provided an update on some of the activities being worked on at City Hall such as the budgeting process for 2024, the Hiawatha Heights Project and the Compton Flood Wall Project. She provided an update on the White House Theater renovation and discussed how the Human Resources Department has made significant progress and filled several open positions in the Police and Fire Departments. She talked about the Turf Project bids which are expected to be turned in by August 25th and commented on the Directors Retreat last week in which 2024 budget priorities were discussed. She thanked the City's team for its energy and camaraderie which she's never experienced in her professional career before. She feels Branson has the best and she thanked the Board for its support.

Mayor Milton mentioned hearing City Administrator Cathy Stepp's Director's meeting on Friday was second to

none, heartfelt, well embraced and he thanked her for all she does. He announced his business, The Paddlewheel, will be closing September 3rd for financial reasons. It's been an 11 year run and he and his wife are devastated. Mayor Milton commented he couldn't be happier for the people he gets to work with at the City on a daily basis. He announced the contract was approved between the City of Branson and the Kansas City Chiefs which is a huge deal and he noticed for the last pre-season game they already had Branson's logo on the tv screen.

ADJOURN

The floor was opened for a motion to adjourn. Alderman Rodriguez so moved, seconded by Alderman Howden. Voting aye: Fenton, Denham, Cooper, Howden, Rodriguez, LeBlanc. Nays: none. Motion Carried.

Meeting was adjourned at 7:50 p.m.

Larry D. Milton
Mayor

Hillary Briand
City Clerk

8-22-23 Handout Submitted by
Michael London during
Public Comment

Benefits of Conducting a SWOT Analysis

The SWOT analysis, a powerful strategic planning tool, can significantly contribute to an organization's growth and success by identifying its Strengths, Weaknesses, Opportunities, and Threats.

Enhanced Self-Awareness

By being aware of their strengths and weaknesses, organizations can make informed decisions that drive growth, improve performance, and bolster their competitive advantage.

Identification of Opportunities

A thorough SWOT analysis enables businesses to recognize opportunities in the market that they may have otherwise overlooked. These opportunities could range from untapped markets and new partnerships to technological advancements or shifts in consumer preferences. By identifying and capitalizing on these opportunities, companies can increase their profitability.

Threat Mitigation

The SWOT analysis also helps identify potential threats and risks within their industry. These threats can emerge from various sources, such as competitors, changing regulations, or economic downturns. By acknowledging these threats, organizations can take proactive measures to mitigate their impact and safeguard their operations.

Strategic Planning and Decision-Making

A SWOT analysis serves as a solid foundation for strategic planning and decision-making processes. This process allows organizations to set realistic objectives, allocate resources effectively, and determine the most suitable course of action for their long-term success.

Resource Optimization

A SWOT analysis assists organizations in identifying areas where they can optimize their resources. By focusing on strengths and allocating resources accordingly, businesses can maximize their efficiency and productivity.

Improved Communication and Collaboration

The process of conducting a SWOT analysis often involves input from various departments and stakeholders within the organization. This collaborative approach fosters open communication and encourages a sense of ownership among team members. Businesses can help ensure that all perspectives are considered, leading to a more accurate and comprehensive assessment of the organization's position.

Competitive Advantage

By understanding their strengths and weaknesses and being aware of opportunities and threats in the market, organizations can develop strategies that give them a competitive edge over their rivals. A SWOT analysis can help identify unique selling points and exploit their competitors' weaknesses, allowing them to stay ahead in the market.

Performance Measurement and Tracking

A SWOT analysis can serve as a valuable benchmark for tracking a company's progress over time and businesses can monitor their performance, and evaluate the effectiveness of their strategies to make adjustments as needed. This ongoing evaluation helps ensure that organizations remain adaptable and responsive to changes in their industry.

Employee Engagement

Involving employees in the SWOT analysis process can foster a sense of ownership and commitment to the organization's success. Employees who feel engaged and understand the company's strategic direction are more likely to be motivated, productive and loyal resulting in a more comprehensive understanding of the business's position.

Risk Management

A SWOT analysis can support effective risk management by identifying potential vulnerabilities and threats that could adversely impact the organization. Effective risk management allows companies to better navigate uncertain market conditions, maintain operational stability, and ensure long-term sustainability.

Innovation and Growth

A SWOT analysis can inspire innovation by highlighting areas where the company can improve or capitalize on emerging trends and explore new ideas, develop innovative products and services, and stay ahead of the competition.

Informed Decision-Making for Mergers and Acquisitions

When considering a merger or acquisition, a SWOT analysis can provide valuable insights into the potential benefits and risks of the transaction. By examining the strengths, weaknesses, opportunities, and threats of both entities, decision-makers can make informed choices about whether the merger or acquisition aligns with their strategic goals and creates value for the organization.

Conclusion

The SWOT analysis is an invaluable tool for seeking to gain a deeper understanding of the internal and external environment.

By assessing strengths, weaknesses, opportunities, and threats, a SWOT analysis can guide strategic planning, decision-making, and resource allocation, ultimately leading to enhanced performance and competitiveness.

By regularly conducting SWOT analyses, organizations can ensure that they remain adaptable, innovative, and responsive to the dynamic forces that shape their industry.

Don't leave your organization's growth and success to chance—take control of your future by harnessing the power of a SWOT analysis.

Do you need to conduct a SWOT analysis before proceeding to the preparation of the marketing plan?

It is the part of the process that really considers your competition and competitive set and is **absolutely necessary** prior to creating your brand positioning or creating your marketing strategy.

Aug 17, 2021

Why is SWOT analysis important in preparing the marketing plan?

A SWOT analysis in marketing is a business tool that helps you understand the differences between your brand and that of competitors. It helps you recognise the resources available to you and possible hindrances in taking up business opportunities.

Mar 21, 2023

Do you agree that SWOT analysis is important before entering into market?

Not only does a SWOT analysis allow decision-makers and business leaders to determine where the company stands, but it also identifies areas that need to be improved. This information will help the company make strategic plans to reach its target audience and remain competitive.

Feb 4, 2022

Is a SWOT analysis necessary?

SWOT Analysis helps you to identify your organization's Strengths, Weaknesses, Opportunities, and Threats. It guides you to build on what you do well, address what you're lacking, seize new openings, and minimize risks. Apply a SWOT Analysis to assess your organization's position before you decide on any new strategy.

What are benefits of a SWOT Analysis?

Using a SWOT analysis to develop a marketing strategy assists in making educated decisions based on several factors like upcoming challenges and relevant internal and external factors, then developing more targeted campaigns.

What companies use SWOT analysis?

The following are some top companies' SWOT analyses:

Amazon SWOT Analysis and Company Analysis.

Apple SWOT Analysis and Company Analysis.

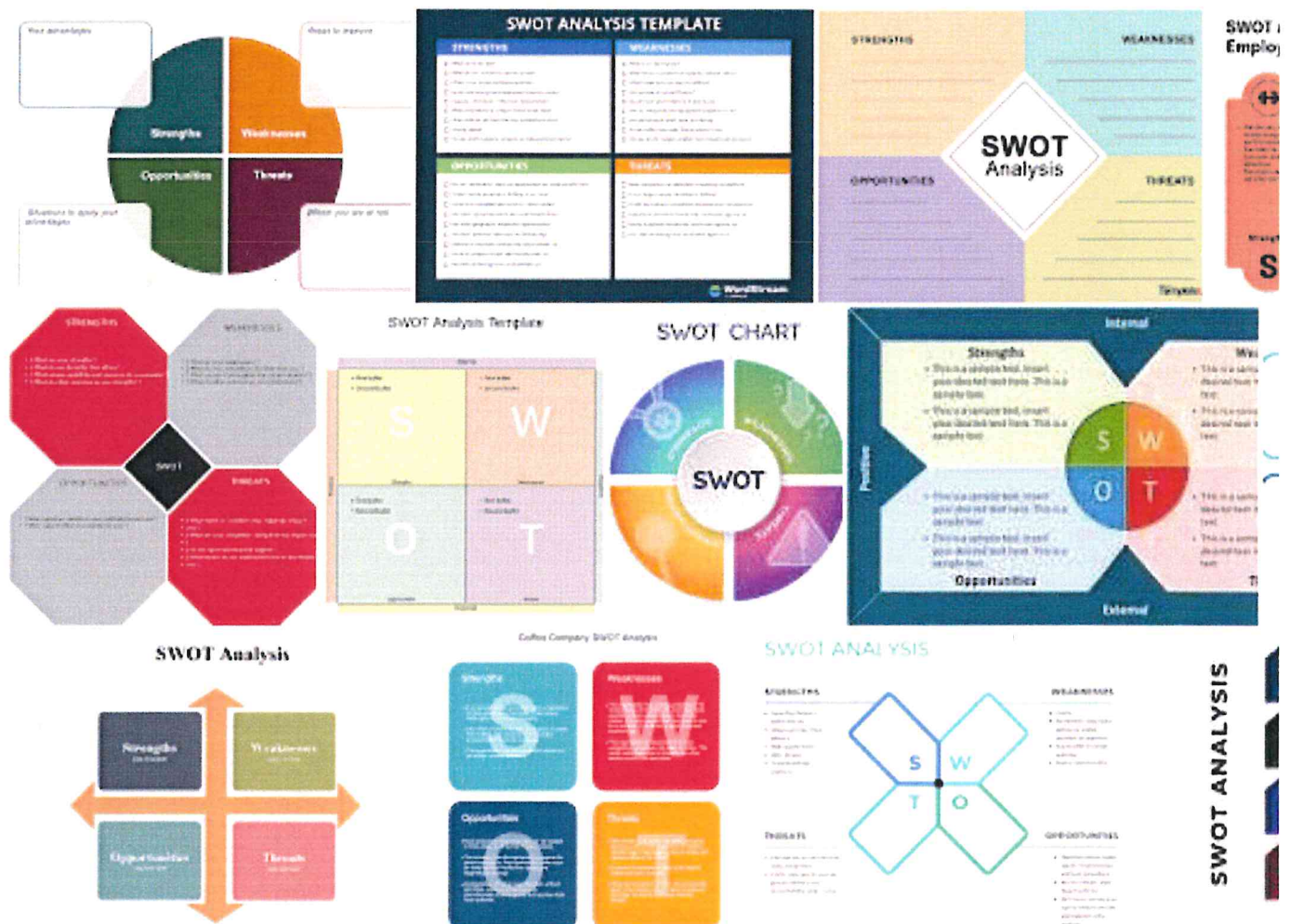
Dell SWOT Analysis and Company Analysis.

Google SWOT Analysis and Company Analysis.

Microsoft SWOT Analysis and Company Analysis.

<http://mci.ei.columbia.edu/files/2012/12/An-Essential-Guide-to-SWOT-Analysis.pdf>

<https://hbr.org/2021/02/are-you-doing-the-swot-analysis-back-wards>





Taney County Clerk

Stephanie Spencer



CERTIFICATION OF ELECTION RESULTS
BY STEPHANIE SPENCER, TANEY COUNTY CLERK
(FOR PROPOSITIONS AND QUESTIONS)

To: City of Branson

The following is an Official Certificate of Election Results for the Special Election held in Taney County, Missouri, on August 8, 2023 upon the following:

CITY OF BRANSON
QUESTION 1

“Shall the City of Branson, Missouri, impose a sales tax of three percent (3%) on all retail sales of adult use marijuana sold in the City of Branson, Missouri to go to the General Fund and be used for public safety?”

Vote For One	
YES	1230
NO	366

CERTIFICATE OF ELECTION RESULTS

I, Stephanie Spencer, County Clerk and Election Authority of Taney County, Missouri, do hereby certify that the foregoing is a full and accurate return of all votes cast at said election as certified to me by the duly qualified and acting judges of said election.

Certified this 11th day of August, 2023.



Stephanie Spencer
County Clerk and Election Authority
Taney County, Missouri