

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
November 15, 2023

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors met Wednesday, November 15, 2023. Chairperson Cynthia Carson called the meeting to order at 8:30 a.m. Alderman Howden provided the opening prayer.

Review of Minutes – Steve Scherer made a motion to approve the minutes of the October 25, 2023, meeting as presented. Bay Mourer seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Phil Cox reviewed the current financial report. He noted we are in the process of completing the 2024 budget and plan to bring it before the board in December. Joe Loth moved to approve the financial report as presented. Katie Hodges seconded the motion. All approved. Motion carried.

Ex-Officio Report – City of Branson – Administrator Cathy Stepp reported City Aldermen passed the first reading of the proposed 2024 budget. She noted several of the capital projects included in the budget. Stepp briefly discussed the possible economic development incentive package for two projects interested in coming to Branson.

Tourism Community Enhancement District Board – Chair Dennis Wood thanked the BLACC/CVB staff for all their work on the TCED renewal campaign. Kirk Elmquist introduced Angela Leist who was recently hired as the new finance director. Elmquist briefly talked about a Chiefs event at Branson Landing November 30, 4pm to 6pm.

City of Hollister – City Administrator Rick Ziegenfuss reported the wastewater treatment plant has begun receiving approximately 150 gallons of flow a day from Big Cedar.

Membership Report – Janet Minor reviewed the report included in the meeting packet. We currently have 879 members. Phil Cox moved to approve the membership report, including the drop list, as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Chairperson's Report – Chairperson Carson stated December 4 will be Pam Yancey's first day as the new President/CEO of the BLACC/CVB.

Carson expressed her, and the board's, appreciation of Jonas Arjes in leading the organization for the past several months. He was presented with a crystal award noting their appreciation.

Interim President/CEO Report – Jonas Arjes recognized the staff for all the work they do. He would put them up against any EDO, etc. in the country. This team does the things in the community that most people think just happen.

TCED Renewal – Jonas commended Grant Sloan, Duane Stout and other staff members who played a role in the passage of the tax renewal. He reminded all that 931 people (voted) had the fate of over \$150 million in their hands.

Rachel Wood announced her resignation last week. The search process has started. Once Pam is on staff we will begin evaluating and interviewing potential candidates. Lynn Berry and Ashlie Beede will be sure all duties of the CMO are handled in the interim.

New Business – Steve Critchfield talked about the low voter turnout. Steve Scherer noted this tax is a community issue. The opportunities and facilities citizens have access to would not be here if it weren't for tourism. He commented this is the best chamber and CVB, by far, of the communities/cities he has lived in previously. The staff is outstanding, and the results show that.

This meeting of the Branson/Lakes Area Chamber of Commerce and CVB Board of Directors adjourned at approximately 9:30 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Bryan Cossiboom, Phil Cox, Steve Critchfield, Cassie Cunningham, Rob Griffith, Tom Healey, Katie Hodges, Marshall Howden, Joe Loth, Bay Mourer, Raj Patel, Mike Patrick, Steve Scherer, Wendy White and Pam Yancey.

Absent: Jon Davidson, Scott Skoglund, Brad Thomas and Craig Wescott

Incoming 2024 Board Members Present: Pat Cox and Paul Satterwhite

Ex-Officio Members Present: Kirk Elmquist and Dennis Wood – TCED, Cathy Stepp – City of Branson, Rick Ziegenfuss – City of Hollister.