

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau  
Board of Directors Meeting  
February 28, 2024

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and CVB met Wednesday, February 28, 2024. Chairman Griffith called the meeting to order at 8:30 a.m. Cynthia Carson provided the prayer.

Chair Griffith introduced Ann McDowell with the Branson Christman Coalition. She provided a brief history of the organization, along with an update.

*Review of Minutes* – Bay Mourer moved to approve the minutes of the January 24, 2024, meeting. Steve Critchfield seconded the motion. All approved. Motion carried.

*Financial Report* – Treasurer Patrick Cox provided a brief review of the current financial report. Cole Currier moved to approve the financials as presented. Joe Loth seconded the motion. All approved. Motion carried.

*Ex Officio Reports – City of Branson* – City Chief of Staff Alex Girard provided progress updates on the lodging safety initiative, fire station four, police department and the Compton flood protection wall.

*City of Hollister* – City Administrator Rick Ziegenfuss reported they are finishing the next fiscal year's budget, which begins April 1. Ziegenfuss provided a brief economic development update.

*2023 Kansas City Chiefs Recap and Spring 2024 Update* – Lynn Berry provided the presentation. Branson hosted five tailgate events at Chiefs home games. Social media posts, digital media, ad results, etc. were shown in the meeting. The spring TV spots were also viewed.

*Membership Update* – Grant Sloan reviewed the report included in the meeting packet. We had 815 members at the end of January. Brad Thomas moved to approve the drop list as presented. Patrick Cox seconded the motion. All approved. Motion carried.

*President/CEO Report* – President/CEO Pam Yancey reported Terra Alphonso and the Trails Committee received great support from their presentation at the City Aldermen study session.

Ashlie Beede will present the three-year strategic plan at the March 12 Board of Aldermen meeting.

The Community Marketing Presentation is March 20 at Sight & Sound.

The allowable cost policy was approved at the recent TCED Finance Oversight Committee meeting.

Ann McDowell was appointed as the chair of the TCED Marketing Oversight Committee.

The TCED audit of our organization begins April 15.

Chief Marketing Officer Search Update – Interviews are complete, and roundtables have been held. Yancey hopes to extend an offer in the near future.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:33 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Bryan Cossiboom, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Robert Griffith, Katie Hodges, Marshall Howden, Joe Loth, Bay Mourer, Mike Patrick, Paul Satterwhite, Steve Scherer, Brad Thomas and Wendy White

Absent: John Parker

Ex-Officio Members Present: Alex Girard – City of Branson and Rick Ziegenfuss – City of Hollister