

**Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau**  
**Board of Directors Meeting**  
**July 24, 2024**

The Branson/Lakes Area Chamber of Commerce and CVB Board of Directors met Wednesday, July 24, 2024. Chair Rob Griffith called the meeting to order at 8:30 a.m. Paul Satterwhite provided the opening prayer.

*Review of Minutes* – Steve Critchfield moved to approve the minutes of the June 26, 2024, meeting as presented. Steve Scherer seconded the motion. All approved. Motion carried.

*Financial Report* – Treasurer Pat Cox reviewed the current financials. Cassie Cunningham moved to approve the financial report as presented. Brad Thomas seconded the motion. All approved. Motion carried.

*Ex-Officio Reports* – Tourism Community Enhancement District (TCED) – Executive Director Kirk Elmquist reported the City of Branson is accepting applications through July 29 for two seats on the TCED Board of Directors. The Spring Events Committee is considering an event for next May. Tax collected through May is up 5.6% year-to-date.

*City of Hollister* – City Administrator Rick Ziegenfuss briefed the group on the flooding that occurred last week. He acknowledged the help of the U.S. Army Corps of Engineers and MoDOT.

*Membership Report* – Janet Minor reviewed the report included in the meeting packet. She noted 81 new members have joined this year. Cole Currier moved to approve the report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Grant Sloan provided some context to the numbers you see each month in the membership report. He reminded all of the membership campaigns we've had in recent years and that about half who join during the campaigns will not renew. Sloan also talked about the tiered dues structure we rolled out a couple of years ago. The top two tiers can consolidate numerous businesses into the same renewal month. Previously those businesses may have renewed in different months of the year. It's believed the renewal gap will not be as big as it is today in the third and fourth quarters.

*Marketing Update* – Ashlie Beede presented the update, which included an overview of staff responsibilities. The PR Task Force is finalizing the fall FAM itinerary for October 3-6. The latest ad value equivalency is \$4.5 million vs. \$1.2 million last year.

Ashlie reported we are in the creative RFP process. The selection committee has narrowed the agencies to five. We hope to have an agency selected in September. She shared the 30-second fall campaign spot. These spots have been refreshed for a few years. Changes to the campaign were requested by the TCED and their Marketing Oversight Committee. MOC has approved the changes. TCED will make their decision this week.

*Chairperson's Report* – Nominating Committee – Chair Griffith reported the 2025 board election process starts with appointing a nominating committee. He recommends the following to serve on this year's committee; Tracey Field (Faith Community Health), Melissa Box (Arvest Bank), Rob Johns (Edward Jones), Susan Mayr (Central Bank of Branson), Phil Cox (State Park Marina/The Harbor),

Mike Patrick (Chair-Elect) and Rob Griffith (Chair). Steve Critchfield made a motion to approve the Nominating Committee as presented. Brad Thomas seconded the motion. All approved. Motion carried.

*President/CEO Report* – President Pam Yancey congratulated the staff team for a very successful State of the State in June.

Our team is working with Mayor Milton and veteran groups to start Operation Unity, which is being well received. The goal is to enhance communication between the groups.

Yancey provided a welcome speech at the Element by Westin groundbreaking ceremony. This is the first flag hotel to be built in Branson since 2009. She attended the Biz 417 Ladies Who Launch event in Springfield last week. That event will be here next year at the Branson Convention Center, with an overnight element.

Heather Herman, our soon-to-be new Chief Marketing and Communications Officer is currently under contract providing oversight with the team, as well as working with TCED and MOC. She attended Destinations International earlier this month. Heater plans to be in town for the Kansas City Chiefs Rally August 31 and will start in the office September 3.

July 30 – Small Business of the Year, Non-Profit of the Year and Hero of the Year will be announced at Good Morning, Branson.

Everyone is encouraged to attend the Branson Board of Aldermen meeting August 13. The board will appoint two individuals to a three-year term on the TCED Board of Directors that evening. If you support a particular applicant, please contact your alderman.

Pam will be out of the office the week of August 19.

The TCED Annual Meeting is August 22, 2pm at Branson City Hall. Ashlie will provide a presentation. Please plan to attend this important meeting.

August Board meeting packets will go out Monday, August 26 instead of Friday. Monica will be in Jefferson City Friday attending a Missouri Chamber Federation event.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:35 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Bryan Cossiboom, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Rob Griffith, Katie Hodges, Marhsall Howden, John Parker, Mike Patrick, Paul Satterwhite, Steve Scherer, Scott Skoglund and Brad Thomas

Absent: Tom Healey, Joe Loth, Bay Mourer and Wendy White

Ex-Officio Members Present: Dennis Wood and Kirk Elmquist – Tourism Community Enhancement District Board and Mayor Lamar Patton and Rick Ziegenfuss – City of Hollister