

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors Meeting
August 28, 2024

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors met Wednesday, August 28, 2024. Chair Rob Griffith called the meeting to order at 8:30 a.m. Mike Patrick provided the opening prayer.

Review of Minutes – Paul Satterwhite moved to approve the minutes of the July 24, 2024, meeting as presented. Bay Mourer seconded the motion. All approved. Motion carried.

Financial Report – Aaron McCullough briefly reviewed the financial report. He then introduced Micah Mundell, our new Director of Finance. Cassie Cunningham moved to approve the financial report as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – Alderman Marshall Howden reported the Branson Board of Aldermen will hold a retreat September 9 at 9am, which will be aired live on YouTube.

Tourism Community Enhancement District – Board Chair Dennis Wood thanked all who attended their annual meeting earlier in the month. Executive Director Elmquist reported collections are up 3.5% over the same month in 2023. The Haygoods will sing the National Anthem when the Kansas City Chiefs take on the Cincinnati Bengals Sunday, September 15.

City of Hollister – City Administrator Rick Ziegenfuss discussed Lake Taneycomo levels, meeting with the National Weather Service, workforce housing, etc.

Membership Update – Janet Minor reviewed the report included in the meeting packet. Bay Mourer moved to approve the report as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

Taney County Partnership – Jonas Arjes said the Taney County Partnership (TCP) Board of Directors approved hiring Sports Facilities Companies (SFC) to conduct a feasibility study. Step three started this week with remote development planning session and stakeholder discussions. Step four is a detailed financial forecast (pro forma), step five is an economic impact analysis, and step six will be the executive summary and recommendations.

There were 656 J-1/BridgeUSA students from over 20 countries working in the Branson area this summer. The students were employed by over 60 area businesses. Arjes credited Jonas Tavares (J.T.) and Dennis Wiggins for their work on the program. J.T. raised over \$11,000 for the student events and cultural activities and has been invited to speak at an upcoming national Community Support Group Summit.

International Residence Hall is under construction at Big Cedar Lodge. Building one will open in January. Building two will open in February/March.

A survey will be sent to TCP's investors prior to the annual planning meeting to be held in September.

Chairperson's Report – Chair Griffith commented on the change this organization has seen since moving into this building. He feels what we are nearing a “sweet spot”.

President/CEO Report – President/CEO Yancey reported stated “Rally Point”, an event for younger veterans and their families is being planned for spring 2025.

Yancey and Grant Sloan have been meeting with members, asking what we're doing well, what could be better, what challenges businesses are facing, etc.

Kudos to the team for a successful Good Morning, Branson.

Over 200 people attended the Branson School sponsored Brew Crew.

The Branson Board of Aldermen appointed Sue Braun and Cindy Merry to serve on the TCED Board of Directors. This will be Merry's second term.

New Business – Paul Satterwhite thanked everyone for the support of the Cal Ripken Major/70 World Series. Every continent except Antarctica was represented this year. Next year they will host both the 12U and 16U teams

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

Present: Evan Bradley, Cynthia Carson, Mike Combs, Bryan Cossiboom, Steve Critchfield, Cassie Cunningham, Cole Currier, Rob Griffith, Katie Hodges, Marshall Howden, Joe Loth, Bay Mourer, John Parker, Mike Patrick, Paul Satterwhite, Scott Skoglund and Wendy White

Absent: Pat Cox, Tom Healey, Steve Scherer and Brad Thomas.

Ex-Officio Members Present: Dennis Wood and Kirk Elmquist with the Tourism Community Enhancement District. Rick Ziegenfuss with the City of Hollister