

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
September 25, 2024
Board of Directors Meeting

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, September 25, 2024. Chair Rob Griffith called the meeting to order at 8:30 a.m. Cynthia Carson provided the opening prayer.

Review of Minutes – Bay Mourer made a motion to approve the minutes of the August 28, 2024 Board of Directors meeting as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

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

Ex-Officio Reports – City of Hollister – City Administrator Rick Ziegenfuss reported their wastewater improvement project that will bring Big Cedar online should be wrapped up in a couple of weeks.

Membership Update – Janet Minor reviewed the report included the meeting packet. Grant Sloan touched on membership renewals timing/invoicing and how it's shifted as result of moving to tiered dues. We will have better comparison data once we get through a full year of this dues structure. Membership revenue is up, as is revenue per new member. Mike Patrick moved to approve the membership report as presented. Pat Cox seconded the motion. All approved. Motion carried.

Marketing and Communications Update – Chief Marketing and Communications Officer Heather Hermen provided an update on the marketing efforts with the Kansas City Chiefs. She reported we will pull back from some outside contracts we've had in the past, which will reduce fees. The final two creative agencies will present October 3. Hermen talked about future messaging and how she's looking forward to great things in 2025.

Chairperson's Report – Reappointment of Tom Healey – The organizations bylaws stipulate if a member of the board of directors misses three consecutive meetings they are automatically dropped from the board. Chair Griffith understands why Tom Healey missed three meetings this summer and wishes to reappoint him to the board. Brad Thomas made a motion to approve the reappointment of Tom Healey to the board of directors. Wendy White seconded the motion. All approved. Motion carried.

Appointment of Election Judges – Election Judges are present when the board of directors' election results are revealed, and they certify those results. We have appointed chamber ambassadors to serve as Election Judges the past few years. Chair Griffith would like to appoint the following ambassadors to serve as this year's Election Judges: Ted Martin, Roxanne Amundsen, Sam Piche, Kyle Hoeck and Colleen Neill. Cynthia Carson moved to approve Chair Griffith's appointment of Election Judges as presented. Marshall Howden seconded the motion. All approved. Motion carried.

Appointment of Officers Committee – The Officers Committee is responsible for determining the slate of board officers (executive committee) each year and is comprised of the Chair-Elect and four other board members. Chair Griffith would like to appoint the following board members to serve as the 2025 Officers Committee: Mike Patrick, Rob Griffith, Cynthia Carson, Joe Loth and Brad Thomas. Bay Mourer made a motion to approve the 2025 Officers Committee as presented. Pat Cox seconded the motion. All approved. Motion carried.

Chair Rob Griffith talked about what a tremendous impact Jonas Arjes has made on this community. He feels we've all benefited from what he's done with the Taney County Partnership and fighting for the community. Arjes shared his heartfelt gratitude. He is appreciative of the opportunities provided to him and will continue to fight for this area. Everyone wished him well in his position with the Springfield Chamber.

President/CEO Report – President/CEO Yancey reported the draft marketing plan and draft marketing budget have been presented to the TCED Marketing Oversight Committee and Finance Oversight Committee. It will be presented to the TCED Board this afternoon.

It's exciting to have Heather Hermen in-market now, but we must recognize Ashlie Beede who stepped in to manage the marketing during the interim. She has done a fabulous job.

Samantha Gutting was recognized for being named one of the "50 Missourians You Should Know" in *Ingram's* magazine.

Champions of Commerce breakfast that focused on a sports facility presentation was held a few weeks ago, with great discussion.

The Taney County Partnership held their three-year planning session recently.

We're planning to hold a board retreat in the first quarter of 2025. Staff is working on revisions to the bylaws, as well as updated policies and procedures. More to come on these subjects.

This meeting of the BLACC/CVB Board of Directors adjourned at 9:32 a.m.

Present: Evan Bradley, Cynthia Carson, Bryan Cossiboom, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Rob Griffith, Tom Healey, Katie Hodges, Marshall Howden, Bay Mourer, John Parker, Mike Patrick, Steve Scherer, Scott Skoglund, Brad Thomas and Wendy White

Absent: Mike Combs, Joe Loth and Paul Satterwhite

Ex-Officio Members Present: Rick Ziegenfuss, City of Hollister