

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
October 23, 2024

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, October 23, 2024. Chair Rob Griffith called the meeting to order at 8:30 a.m. Mike Combs provided the prayer.

Review of Minutes – Steve Scherer made a motion to approve the minutes of the September 25, 2024 meeting as presented. Brad Thomas seconded the motion. All approved. Motion carried.

Financial Report – Samantha Gutting provided a brief overview of the current financial statements. Cynthia Carson made a motion to approve the financial report as presented. Mike Patrick seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp reported a \$10 million bond for the police station was approved on a double read at last night's Board of Aldermen meeting. City staff is working internally on the budget. A new finance director has been hired and will start in mid-November.

Tourism Community Enhancement District – Executive Director Kirk Elmquist stated new officers have been elected to their board. They are Chair Chris Myer, Vice-Chair Dennis Wood, Treasurer Cindy Merry and Secretary Michelle Herzan.

City of Hollister – City Administrator Rick Ziegenfuss talked about upcoming events, including The Polar Express. He discussed Hollister's tax receipts, nightly rentals and business licenses.

Ignite Branson – Taylor Clark, chair of Ignite, provided a brief history of the young professionals group and how it was reinvigorated in 2023 with a focus on connection, education and inspiration. Clark stated the last Ignite event of 2024 will be for all ages, with the specific goal of mentorship.

Membership Report – Janet Minor reviewed the report included in the meeting packet. The current membership count is 800. There was a brief discussion of our member base, and the retention plan developed in the last quarter, which will have several "touch points" throughout the year. Grant Sloan added the industry average of member retention is 85%. Our goal is to retain 90%. Bay Mourer made a motion to approve the report as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

Overview of Statewide Ballot Measures – Monica Evinger reviewed the amendments on the Missouri ballot in the November 5 election.

Marketing Plan and Budget Review – Chief Marketing and Communications Officer Heather Hermen reported we are still working on the plan and budget. She provided an updates on the Kansas City Chiefs, reducing the number of agencies we use and potential July 4, 2026 activities.

Chairperson's Report – Chair Griffith reported the Officers' Committee is meeting after this meeting to prepare the slate of 2025 officers which will be communicated to the 2025 board prior to November 15.

President/CEO Report – President/CEO Pam Yancey reported staff is in the process of checking references on candidates for the Taney County Partnership position.

Congratulations and thank you to Brad Thomas and Silver Dollar City for the incredible investment in our area.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Bryan Cossiboom, Steve Critchfield, Cassie Cunningham, Cole Currier, Rob Griffith, Tom Healey, Marshall Howden, Joe Loth, Bay Mourer, John Parker, Mike Patrick, Paul Satterwhite, Steve Scherer, Brad Thomas, and Wendy White

Absent: Pat Cox, Katie Hodges and Scott Skoglund

Incoming board members present: Travis Leaming and Timothy Haygood

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 8:44 a.m.