

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
November 20, 2024

The Board of Directors of the Branson/Lakes Area Chamber of Commerce & CVB met Wednesday, November 20, 2024. Chair Rob Griffith called the meeting to order at 8:30 a.m. Marshall Howden provided the opening prayer.

Review of Minutes – Stever Scherer made a motion to approve the minutes of the October 23, 2024 meeting as presented. Marshall Howden seconded the motion. All approved. Motion carried.

Financial Report – Audit Presentation – Brittany Hopp with Elliot, Robinson & Company, LLC reviewed the audit report. The organization received an unqualified opinion, which is what we want. Steve Critchfield moved to accept the audit as presented. Marshall Howden seconded the motion. All approved. Motion carried.

Monthly Financial Report – Joe Loth reported on the current financials, in Treasurer Pat Cox's absence. Mike Patrick made a motion to approve the financial report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp reported the Board of Aldermen recently approved the 2025 budget. She noted there are exciting things coming next year.

Tourism Community Enhancement District (TCED) – Executive Director Kirk Elmquist reported tax receipts are up 15.7% over last September and year-to-date is up 2.7% over 2023.

City of Hollister – City Administrator Rick Ziegenfuss talked about the Blue Angels air show coming in August 2025. The event continues to gain momentum, and it's believed tickets will sell out fast.

Hollister will develop a significant long-range plan that will be more comprehensive than previous plans, as the city continues to grow.

Ziegenfuss stated the Taney County Partnership Board of Directors approved to support and pay for phase two of the sports facility initiative.

Membership Report – Grant Sloan reviewed the report included in the meeting packet, which reflects October member activity. Bay Mourer moved to approve the report as presented. Joe Loth seconded the motion. All approved. Motion carried.

President/CEO Report – President/CEO Pamela Yancey provided a brief staff update. She acknowledged the success of this year's Ozark Mountain Shootout, along with the staff who made it happen.

Yancey stated over 100 people attended the community presentation for the sports facility. Thank you to the Taney County Partnership for supporting the effort. This could be a game changer for the community.

The new executive director of the Taney County Partnership has been hired. Matthew Atkins will relocate from Kentucky and join us January 2, 2025.

Chairperson's Report – Chair Griffith commented on the 2025 Sales Guides that were placed around the table. He encouraged the board of directors to consider sponsorship, as well as attending our events.

The chamber received two awards at the Chamber of Commerce Executives of Missouri (CCEM) Annual Conference earlier this month. The awards recognized the TCED tax renewal campaign and the 2023 by the numbers video.

New Business – Chair Rob Griffith reported a creative agency has been hired for the 2025 Christmas campaign. They need to shoot this year, and they need to be paid for it this year. TCED has contracted in writing to reimburse us for that expense in January, 2025. To do that we need to draw from the restricted reserve fund, which is not to be drawn from without approval from 80% of the board of directors. Joe Loth stated the Finance Oversight Committee has considered this and recommends doing as Chair Griffith described. Loth made a motion to approve and move forward with the recommendation of the Finance Oversight Committee, who met last Friday (November 15, 2024), to advance \$150,000 from the restricted reserve fund temporarily to pay for the creative product, which will be reimbursed in January 2025 by the TCED. Bay Mourer seconded the motion. All approved. Motion carried unanimously.

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

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

Absent: Patrick Cox and Brad Thomas

Incoming 2025 Board Members Present: Travis Leaming, Raj Patel and Matt Petersen

Ex-Officio Members present: Kirk Elmquist, Cathy Stepp and Rick Ziegenfuss