

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
December 18 2024

The Board of Directors of the Branson/Lakes Area Chamber of Commerce & CVB met Wednesday, December 18, 2024. Chairman Rob Griffith called the meeting to order at 8:30 a.m. Patrick Cox provided the opening prayer.

Review of Minutes – Cynthia Carson made a motion to approve the minutes of the November 20, 2024 Board of Directors meeting, as well as the meeting of the 2025 Board the same day. Patrick Cox seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Pat Cox reviewed the current financials. He also recognized Aaron McCullough, VP of Administration and Micah Mundell, Director of Finance for the work they have put into the financials over the last few months. Joe Loth made a motion to approve the financials as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

Budget Presentation – President/CEO Pam Yancey reviewed the proposed 2025 budget. She noted a request from the Tourism Community Enhancement District to move the cost of Simpleview and Act-On to our administrative line, meaning they will not cover the cost of either platform. Brief discussion ensued. Brad Thomas made a motion to approve the 2025 budget. Pat Cox seconded the motion. All approved. Motion carried.

Ex-Officio Reports – Tourism Community Enhancement District – District Executive Director Kirk Elmquist reported tax collections are off \$68,000 from last year. The TCED has set their 2025 meeting schedule for their board, finance oversight committee and marketing oversight committee.

City of Hollister – City Administrator Rick Ziegenfuss reported Hollister is going from 17 nightly rental business licenses to around 300 in the next couple of years. City staff is working to develop a plan of how best to handle the increase.

Membership Update – Janet Minor reviewed the report included in the meeting packet. She noted Branson Farmers Market has been removed from the proposed drop list. They have renewed their membership. Brad Thomas moved to approve the membership report as presented. Bay Mourer seconded the motion. All approved. Motion carried.

Proposed 2025 State Legislative Priorities – This item is tabled until January due to Monica being out today.

Chairman's Report – Chair Griffith congratulated staff on the successful Black-Tie Gala. He recognized departing board members, Bryan Cossiboom and Katie Hodges, and thanked them for their contribution.

Griffith stated he was deeply honored to serve as chairman of the organization this year. Thanks to the staff who advocate on behalf of the community and do remarkable things.

President/CEO Report – President Yancey shared some thoughts of her first year in the position. She appreciates 2024 Chair Griffith and looks forward to working with Chair-Elect Mike Patrick in 2025. Yancey stated she is optimistic about the future.

Everyone is encouraged to attend Board Orientation immediately following the January meeting.

New Business – Matthew Adkins will begin his role with the Taney County Partnership as the new VP/Chief Economic Development Officer January 2. Rick Ziegenfuss shared his appreciation for Dennis Wiggins stepping up and filling in the gap during the interim.

The meeting adjourned at 9:30 a.m.

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

Absent: Evan Bradley, Katie Hodges and Paul Satterwhite

Incoming 2025 Members Present: Travis Leaming, Matt Petersen and Angie Teel

Ex-Officio Members Present: Chris Myer and Kirk Elmquist, TCED and Rick Ziegenfuss, City of Hollister