

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
January 22, 2025

The Board of Directors of the Branson/Lakes Area Chamber of Commerce & CVB met Wednesday, January 22, 2025. Chairperson Mike Patrick called the meeting to order at 8:30 a.m. Cole Currier provided the opening prayer.

Review of Minutes – Mike Combs made a motion to approve the minutes of the December 18, 2024 Board of Directors meeting as presented. Marshall Howden seconded the motion. All approved. Motion carried.

Financial Report – Patrick Cox reviewed the organization's current financials. Joe Loth moved to approve the financial report as presented. Bay Mourer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp reported on the police department building progress. The city did not get any response the first time they went out to bid for the downtown streetscape. They are going back out for bid hoping to keep the project on scheduled for spring 2025.

Tourism Community Enhancement District – Executive Director Kirk Elmquist stated tax revenue through November is off 9% from last year but is up ½% year-to-date. The City of Branson recently appointed Alex Williams to fill the seat previously held by Lisa Rau on the TCED board of directors.

City of Hollister – City Administrator Rick Ziegenfuss – Mayor Lamar Patton was selected to be the next Hollister City Administrator. Patton submitted his resignation as mayor at a recent meeting of city aldermen where Alderman Jeff Long was selected to fill that role for the remainder of this term. Due to state statute, Patton is serving in an economic development position for one year. Deputy City Administrator Olmstead will be the senior staff member when Ziegenfuss retires in April. Lamar Patton will become city administrator January 18, 2026.

City Administrator Ziegenfuss provided an update on nightly rentals, workforce housing and the park system.

The upcoming air show at Branson Airport was discussed. Ziegenfuss shared some exciting additions to the two-day event. Thunder Ridge is holding a concert the same weekend as the air show. An intense traffic control plan is already in the works. Chairman Mike Patrick stated he would contact airport Executive Director Stan Field to see if they could use assistance regarding event traffic.

2025 Proposed State Legislative Priorities – Vice President of Government Affairs Monica Evinger reviewed the proposed priorities included in the meeting packet. Cole Currier moved to approve the 2025 State Legislative Priorities as presented. Bay Mourer seconded the motion. All approved. Motion carried.

Membership Report – Janet Minor reviewed the report included in the meeting packet. We ended 2024 with 789 members. Bay Mourer moved to approve the membership report as presented. Marshall Howden seconded the motion. All approved. Motion carried.

Chairman's Report – Chair Mike Patrick recognized Rob Griffith for his chairmanship in 2024 and welcomed new board members.

Finance Oversight Committee – Chair Patrick stated according to our bylaws, the Chairman, Chair-Elect, Immediate Past Chair and Treasurer serve on the committee, with the Treasurer as chair. Patrick wants to appoint Cynthia Carson and Joe Loth to the committee for 2025. Mike Combs moved to approve the chairman's appointment of Cynthia Carson and Joe Loth to the 2025 Finance Oversight Committee. Brad Thomas seconded the motion. All approved. Motion carried.

Chair Patrick congratulated Brad Thomas, as the latest issue of *BIZ 417* featured Thomas, including the cover.

President/CEO Report – President/CEO Pam Yancey welcomed new board members and noted orientation follows this meeting.

Staff updates – Heather Hermen has been promoted to Senior Vice President, Reed Warner to Director of Sales & Operations, Joslyn Schott to Assistant Director of Leisure Groups Sales. Tena George has been working part-time in our finance department. She is now the full-time Accounts Receivable and Accounts Payable Assistant. Matthew Adkins, Executive Director of the Taney County Partnership, was introduced in the meeting. He briefly addressed the board.

President/CEO Yancey reported we have open positions; Communications Coordinator/PR Manager, Events/Services Manager, and a new position, Veterans Initiative Manager. Heather Hermen shared the thought process behind this position.

Yancey highlighted our afternoon Visitor Services Representative Francie Hattabaugh. She loves Branson and talking to visitors and is now featured on our social channels in *Francie Fridays*.

We are working with the TCED staff and board to get the amendment to the contract finished on time.

The Executive Committee is reviewing proposed revisions to the bylaws, as well as the policies established by the board over the years. We plan to present the proposed revisions to the board in March.

We will hold a board strategic planning session this year. More to come.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Pat Cox, Steve Critchfield, Cole Currier, Timothy Haygood, Tom Healey, Jeannie Horton, Marshall Howden, Travis Leaming, Joe Loth, Bay Mourer, Raj Patel, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Angie Teel, Brad Thomas, Wendy White

Absent: Cassie Cunningham, Rob Griffith, John Parker and Scott Skoglund

Ex-Officio Members Present: Kirk Elmquist – TCED, Cathy Stepp – City of Branson, Denise Olmstead and Rick Ziegenfuss – City of Hollister

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:40 a.m.