

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
February 26, 2025

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, February 26, 2025. Chairman Mike Patrick called the meeting to order at 8:30 a.m. Evan Bradley provided the opening prayer.

Review of Minutes – Bay Maurer moved to approve the minutes of the January 22, 2025 meeting as presented. Brad Thomas seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Pat Cox reviewed the current financials of the organization. Cassie Cunningham made a motion to approve the financial report as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

Ex-Officio Reports – Tourism Community Enhancement District (TCED) Update – TCED Chair Chris Myer reported the district ended 2024 1.5% up over 2023.

City of Hollister – City Administrator Rick Ziegenfuss discussed current construction in the city, as well as upcoming events. Hollister City Council will begin meeting at 6pm on the first and third Thursdays of the month. The meetings previously started at 7pm.

Membership Update – Janet Minor reviewed the report included in the meeting packet. We currently have 783 members. Joe Loth moved to approve the membership report as presented. Pat Cox seconded the motion. All approved. Motion carried.

Chairman's Report – Chairman Mike Patrick shared a note that he received which compliments staff members Reed, Joslyn and Sierra for working well with community partners. Patrick appreciates the community collaboration.

President/CEO Report – President/CEO Pam Yancey reported Grant Sloan has been promoted to Senior Vice President. Annie Epler is moving to Kansas City where she will work for KC University. Her last day is March 13. Staff members who have recently joined the organization are:

- Kody Petersen, Veterans Initiative Manager (new position)
- Avery Weaver, Meetings and Conventions Sales Manager
- Jada Twitchell, Public Relations Manager
- Francisco Delgado, Sports Coordinator

Pam and Heather Hermen, Chief Marketing & Communications Officer have begun meeting one-on-one with Branson Aldermen to keep communications open, answer questions, provide information, etc.

The City of Branson recently appointed Alex Williams to fill the remainder of the TCED Board seat previously held by Lisa Rau. Nick Guevel is chairing the TCED Marketing Oversight Committee this year.

Bylaws revisions – We plan to present the proposed revisions to the board in March. Thank you to Paul Satterwhite for his help with the language.

The Taney County Partnership is working on the City of Branson's transportation tax renewal.

Heather Hermen and Monica Evinger traveled to Jefferson City early this week for Tourism Days at the Capitol.

Heather Hermen briefly discussed ideas/plans for the Branson/lakes area to celebrate America's 250th anniversary next year.

Dr. Rob Griffith was presented with an appreciation award for serving as chair of the board of directors in 2024.

New Business – Angie Teel mentioned safety and security training the convention center is hosting March 31. She also invited everyone to attend the MONASP Partners Social Friday, March 21 at 11:00 a.m.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB adjourned at 9:15 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Pat Cox, Steve Critchfield, Cassie Cunningham, Robert Griffith, Tim Haygood, Jeannie Horton, Marshall Howden, Travis Leaming, Joe Loth, Bay Mourer, Mike Patrick, Paul Satterwhite, Steve Sherer, Scott Skoglund, Angie Teel, Brad Thomas and Wendy White

Absent: Cole Currier, Tom Healey, John Parker, Raj Patel, Matt Petersen

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