

**Branson/Lakes Area Chamber of Commerce and Conventions & Visitors Bureau
Board of Directors Meeting
March 26, 2025**

The Board of Directors of the Branson/Lakes Area Chamber of Commerce & CVB met Wednesday, March 26, 2025. Chairman Mike Patrick called the meeting to order at 8:30 a.m. Tom Healey provided the opening prayer.

Review of Minutes – Steve Scherer moved to approve the minutes of the February 26, 2025 meeting as presented. Rob Griffith seconded the motion. All approved. Motion carried.

Financial Report – President/CEO Pam Yancey reported Finance Director Mundell has resigned. Therefore, we don't have financial statements for this meeting. The Finance Oversight Committee and the Executive Committee understand the situation and approved allowing Aaron McCullough additional time to produce accurate financial statements. He knows the systems well. Board members commended him for all his efforts and hard work.

Ex-Officio Reports – Tourism Community Enhancement District (TCED) – TCED Executive Director Kirk Elmquist reported January revenues are up 15% over last year. The TCED Board recently voted to record and stream their monthly meetings.

City of Hollister – City Administrator Rick Ziegenfuss deferred to Deputy Administrator Denise Olmstead for the report this month. Olmstead stated they're wrapping up the fiscal year. Aldermen recently approved the 2025-2026 budget, which is just shy of \$9.6 million.

Ziegenfuss is in his 30-day transition period. His last official day with the City of Hollister is April 30.

250th in Branson! – Chief Marketing and Communications Officer Heather Hermen shared a brief presentation of ideas/plans for the 250 anniversary of America celebration in 2026. The next meeting of the 250 Commission is April 21 at 3:00 p.m. It will be a work session.

Membership Report – Janet Minor reviewed the report in the meeting packet. We currently have 780 members. Joe Loth moved to approve the membership report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Legislative Update – Monica Evinger provided a brief state legislative update.

Chairman's Report – Chairman Patrick congratulated Grant Sloan and staff on the recent Annual Membership Luncheon.

There was brief discussion of the importance of J-1/BridgeUSA students that come to work in the area during our busiest times of the year. The students could go to other communities in their cultural exchange program but choose to come here. We thank and appreciate these students who travel from other countries to work here.

President/CEO – President Pam Yancey reported the employee satisfaction survey went out this week. We celebrated National Employee Appreciation Day by bringing pizza for everyone and closed the office a bit early.

Yancey shared Taney County Career Days, spearheaded by the Taney County Partnership, was very successful.

The staff team who represented Branson at the Dallas Travel and Adventure Show was recognized for their efforts as Branson was received very well.

We are working to finalize the last details of the contract with the TCED.

We are working with Congressman Burlison's office on a tourism tour in May. Burlison is the keynote speaker at Good Morning Branson April 24 at The Keeter Center.

Monica and Grant are working on the details of a Community Leadership Visit to Gatlinburg and Pigeon Forge.

We're also working to determine a date for a half-day strategic planning session with the board.

Proposed Bylaws Revisions – The proposed revisions were included in the meeting packet. Cynthia Carson moved to approve the revisions as presented. Rob Griffith seconded the motion. All approved. Motion carried. The voting membership will now be notified of the proposed revisions and of a special meeting to vote on the revisions. The meeting will be after the April board meeting.

Proposed Board Policies Revisions – The proposed revisions were also included in the meeting packet. Cole Currier moved to approve the revisions as presented. Rob Griffith seconded the motion. All approved. Motion carried. The document will be updated while a document showing changes over the years will be archived.

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

Present: Evan Bradley, Cynthia Carson, Mike Combs, Steve Critchfield, Cole Currier, Robert Griffith, Tom Healey, Jeannie Horton, Marshall Howden, Travis Leaming, Joe Loth, Bay Mourer, John Parker, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Scott Skoglund, Angie Teel

Absent: Pat Cox, Cassie Cunningham, Timothy Haygood, Raj Patel, Brad Thomas and Wendy White

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