

**Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors Meeting
April 23, 2025**

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, April 23, 2025. Chairman Mike Patrick called the meeting to order at 8:30 a.m. Cynthia Carson provided the opening prayer.

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

Financial Report – Treasurer Patrick Cox reported Aaron McCullough has been named as Chief Administrative Officer and is taking care of the financials now. Cox then reviewed the current financial reports. Bay Mourer moved to approve the financial report as presented. Mike Combs seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp, who could not attend the meeting, asked President/CEO Pam Yancey to report the Branson Board of Aldermen approved the next steps in moving forward on an indoor sports facility at their meeting last night.

Tourism Community Enhancement District (TCED) – Chair of the TCED Board Chris Myer reported year-to-date revenues are up 3.8% while February was down 13.4% compared to the same month in 2024. The TCED meetings are now being streamed and are available online.

City of Hollister – Deputy Administrator Denise Olmstead reported the City of Hollister continues to work on wastewater treatment projects, extending water lines, etc.

President/CEO Pam Yancey presented Rick Ziegenfuss with a token of appreciation for all he's done for the area, from improving quality of life to elevating economic development.

Membership Update – Janet Minor reviewed the report included the meeting packet. We currently have 786 members. Cynthia Carson moved to approve the reports as presented. Pat Cox seconded the motion. All approved. Motion carried.

Chairman's Report – Chairman Mike Patrick congratulated Matt Adkins, Grant Sloan and all who were involved in the passage of the transportation tax renewal. He also recognized staff for work on the sports facility process.

Chairman Patrick welcomed Shelly Vorhaben back to the organization as the new Information Specialist Manager. During her three years away, she continued to work with the Leadership Academy.

President/CEO Report – President/CEO Yancey reported 48 people attended a 250th Commission meeting this week. She recognized Chief Marketing and Communications Officer Heather Hermen for her leadership and vision on the year-long celebration.

Branson is now the official vacation destination of Fort Leavenworth. Yancey and other Branson representatives traveled there recently for the official ceremony.

This meeting of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors adjourned for Executive Session at 9:27 a.m. The Board of Directors reconvened its regular meeting at 10:26 a.m. and adjourned at 10:28 a.m.

Present: Cynthia Carson, Mike Combs, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Timothy Haygood, Tom Healey, Jeannie Horton, Travis Leaming, Ralph LeBlanc, Joe Loth, Bay Mourer, John Parker, Raj Patel, Mike Patrick, Paul Satterwhite, Steve Scherer, Scott Skoglund, Angie Teel, Brad Thomas and Wendy White

Absent: Evan Bradley, Rob Griffith and Matt Petersen

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