

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
June 25, 2025

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, June 25, 2025. Chair Mike Patrick called the meeting to order at 8:30 a.m. Bay Mourer provided the opening prayer.

Review of Minutes – Cynthia Carson made a motion to approve the minutes of the May 28, 2025 Board of Directors meeting as presented. Travis Leaming seconded the motion. All approved. Motion carried.

Treasurer's Report – Treasurer Pat Cox reviewed the current financial reports. Rob Griffith moved to approve the financial report as presented. Cassie Cunningham seconded the motion. All approved. Motion carried.

Update on Proposed TIF Projects/Sports Facility – Cathy Stepp – Branson City Administrator Cathy Stepp and City Chief of Staff Alex Girard provided an overview of the project. This is for a mixed-use development spanning 136 acres. The multi-phase project aims to revitalize a key corridor with a blend of tourism, sports, residential and retail development. Several board members spoke in favor of the project during the meeting.

City of Branson Update – Branson City Administrator Cathy Stepp provided an update on the downtown revitalization. The city is tentatively looking at November to hold a ribbon cutting ceremony for the new police department. There are open seats for city boards and commissions. Visit BransonMo.gov to see what's open and how to apply.

Tourism Community Enhancement District (TCED) Update – TCED Board Chair Chris Myer reported district tax collections are up 6.8% year-to-date. There is a special meeting of the TCED board this afternoon to discuss creating their own mission and vision statement and looking at 2026.

City of Hollister – Hollister City Administrator Denise Olmstead reported their audit is complete and will be presented to the Board of Aldermen in August.

Membership Report – Janet Minor reviewed the report included in the meeting packet. We currently have 792 members. Steve Critchfield moved to accept the report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Chairman's Report – Chairman Patrick commented on the successful Jeep event held in Branson recently. Great grass roots effort with over 1,000 Jeeps participating.

Patrick congratulated staff on the success of U.S. Congressman Burlison's Tourism Tour of the area in May. We appreciate the businesses who hosted tour stops and all others who participated.

The election process for the 2026 board of directors begins next month with Chairman Patrick's appointment of the Nominating Committee.

President/CEO Report – President Pam Yancey reported the Missouri Amateur Sports Tax Credit has been extended to 2032. This organization uses the tax credits to attract and retain several tournaments.

The TCED audit was recently completed. We are in the process of our audit now. We hope to bring a draft to the board in August or September.

Cassie Cunningham made a motion to adjourn into executive session at 9:35 a.m., regarding contract(s). Pat Cox seconded the motion. All approved. Motion carried.

Executive session convened at 9:43 a.m. and adjourned at 10:19 a.m. The board of directors' open meeting reconvened and adjourned at 10:20 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Rob Griffith, Tim Haygood, Tom Healey, Jeannie Horton, Travis Leaming, Bay Mourer, John Parker, Raj Patel, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Scott Skoglund, Angie Teel and Wendy White

Absent: Ralph LeBlanc, Joe Loth and Brad Thomas

Ex-Officio Members Present: Chris Myer and Kirk Elmquist – TCED, Denise Olmstead and Lamar Patton – City of Hollister, Cathy Stepp and Alex Girard – City of Branson

Present for Executive Session: Evan Bradley, Cynthia Carson, Mike Combs, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Rob Griffith, Tom Healey, Jeannie Horton, Travis Leaming, Bay Mourer, John Parker, Raj Patel, Mike Patrick, Paul Satterwhite, Steve Scherer, Scott Skoglund, Angie Teel