

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors Meeting
July 23, 2025

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

Review of Minutes – Rob Griffith moved to accept the minutes of the June 25, 2025 meeting as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Pat Cox reviewed the current financials of the organization. Bay Mourer made a motion to approve the report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp thanked those who attended the recent TIF Commission meeting. The project was advanced by the Commission with an 8-3 vote. The project will receive a first reading at the August 12 Board of Aldermen meeting.

Stepp reported staff has been charged with developing a workable plan to rehabilitate (or tear down) blighted properties on Highway 76. The City of Branson will use state agency/EPA guidelines to implement the plan.

Tourism Community Enhancement District (TCED) – District Chair Chris Myer reported on tax receipts. The TCED Board is working to develop their mission and vision statements. He also noted they believe additional marketing dollars are available and will go through the process to determine how best to use the funds.

City of Hollister – City Administrator Denise Olmstead reported they are in the process of filling open positions, including Chief of Police. Hollister is preparing for traffic needs, etc. for the upcoming event-filled Labor Day weekend.

Membership Update – Janet Minor reviewed the report included in the meeting packet. We currently have 792 members. Brad Thomas moved to accept the report as presented. Pat Cox seconded the motion. All approved. Motion carried.

Marketing Update – Chief Marketing and Communications Officer Heather Hermen reported the latest PR Toolbox session was standing room only. Valorie Coleman, Public Relations Director at the College of the Ozarks, led it. The next session is set for October.

Heather distributed second quarter media highlights, which garnered \$9.7 million in advertising value equivalency and 326 million impressions. She also talked about an

opportunity to advertise Ozark Mountain Christmas on the Hallmark Channel this summer. Two spots are running currently.

Hermen will be a guest on the Montel Williams show, which airs on the Lifetime network. The episode, where she will highlight all the reasons to visit the Branson area, will air November 11, 2025 and be syndicated in 2026.

Chairman's Update – Chairman Mike Patrick complimented staff involved in the State of the State luncheon. It was a great event.

Nominating Committee – The 2026 Board of Directors' election process begins with the appointment of the Nominating Committee. Chairman Patrick recommends the following to serve on this year's committee: Cassie Cunningham (Chair-Elect), Rob Johns, Tracey Field, Nikki Kinney, Phil Cox, Laurie Hayes, and Mike Patrick (current Chair). Cynthia Carson moved to approve the Nominating Committee as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

New Business – Paul Satterwhite shared the Babe Ruth and Cal Ripken World Series will be in Branson in August. The event brings in 68 teams from over 20 countries.

Brad Thomas presented President/CEO Pam Yancey with a framed copy of the Biz 417 issue where she was on the cover as one of the "Women Who Mean Business". Thomas praised Yancey for the remarkable job she is doing leading the organization.

President/CEO Report – President Yancey reported Biz 417's "Ladies Who Launch" kicks off today at the Branson Convention Center and goes through tomorrow.

A new Finance Manager has been hired. Her first day is August 4.

Yvonne Long retired earlier this month. She spent ten years with the organization and took care of the SMERF market.

The Board of Directors' strategic planning session will follow our September meeting.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:30 a.m.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Patrick Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Robert Griffith, Patrick Haygood, Jeannie Horton, Travis Leaming, Ralph LeBlanc, Bay Mourer, Mike Patrick, Paul Satterwhite, Steve Scherer and Brad Thomas

Absent: Tom Healey, Joe Loth, John Parker, Raj Patel, Matt Petersen, Scott Skoglund, Angie Teel and Wendy White

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

Guest: Marshall Howden