

Branson/Lakes Area Chamber of Commerce & CVB  
Board of Directors Meeting  
September 24, 2025

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau met Wednesday, September 24, 2025. Chairman Mike Patrick called the meeting to order at 8:30 a.m. Evan Bradley provided the opening prayer.

*Review of Minutes* – Wendy White moved to approve the minutes of the August 27, 2025 Board of Directors meeting as presented. Rob Griffith seconded the motion. All approved. Motion carried.

*Financial Report* – Aaron McCullough, VP/Chief Administration Officer, reviewed the financial reports included in the meeting packet. Cassie Cunningham made a motion to approve the financial report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

*Ex-Officio Reports* – City of Branson – City Administrator Cathy Stepp reported on the most recent Board of Aldermen meeting, including the proposed adjustment to sewer and water rates. The vote was postponed to a later date.

Downtown construction finished ahead of schedule. A memorial bench will be placed downtown in remembrance of the gentleman who lost his life during the construction.

Tourism Community Enhancement District Report – Board Chair Chris Myer reported July's numbers are up 2.8% month over month and up 5.6% year-to-date.

Chairman Patrick thanked Chris for his service on the TCED board. Derek Smith was recently appointed to represent Taney County and Matt Growcock was appointed by Stone County.

City of Hollister – Deputy City Administrator Denise Olmstead reported on the recent air show and utility rates. Businesses in Hollister had one of their best weekends with the multi-day air show and several concerts at Thunder Ridge.

Alderman David Honey recently resigned from the board of aldermen. Brian Richards was sworn in to fill that seat.

*Membership Report* – Janet Minor reviewed the report included in the meeting packet. Membership currently stands at 785. Wendy White made a motion to accept the report as presented. Evan Bradley seconded the motion. All approved. Motion carried.

*CVB Draft Marketing Plan and Budget* – Chief Marketing and Communications Officer Heather Hermen distributed and provided an overview of the 2026 draft marketing plan, which includes data, research, objectives, deliverables, sales, etc. The marketing plan is one cohesive plan using funds from the City of Branson and TCED. Branding creative for the next three years is “Where My Heart Sings”, by the Petersens. The new Christmas spot, which is set to start running next week, was shown during the meeting.

Hermen reported we have been in talks with Full Throttle and Harley Davidson owners’ group to bring a rally to Branson in September of next year. They expect 5,000 for the 2026 rally.

Hermen also spoke on the upcoming Fall Festival in downtown Branson October 3 and 4. The City of Branson allowed \$53,000 to put on the festival to welcome everyone back to downtown following the months’ long construction.

*Chairman’s Report* – Appointment of Election Judges – Chairman Patrick proposed the following to serve as Election Judges for this year’s board of directors’ election; Genesis Oltjenbrun, Pam Jenkins, Dave Cain, Dustin Jones and Denny Maples. Wendy White moved to approve the Election Judges as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Appointment of Officers’ Committee – Chairman Patrick proposed the following board members to serve on this year’s Officers’ Committee, Joe Loth, Cassie Cunningham, Brad Thomas, Rob Griffith and Mike Patrick. Steve Critchfield moved to approve the Officers’ Committee as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Travis Leaming has resigned his seat on the board representing attractions. Chairman Mike Patrick asked that any replacements for his seat be submitted to him. He hopes to make the appointment at the October meeting.

Patrick also noted Senator Brad Hudson was recently named as Vice Chair of the Senate Appropriations Committee.

*President/CEO Report* – President Pam Yancey complimented staff for all they do, so many things come from this organization. We have a great team.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:22 a.m.

Present: Evan Bradley, Cynthia Carson, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Robert Griffith, Patrick Haygood, Joe Loth, John Parker, Raj Patel, Mike Patrick,

Paul Satterwhite, Steve Scherer, Scott Skoglund, Angie Teel, Brad Thomas and Wendy White

Absent: Mike Combs, Pat Cox, Tom Healey, Jeannie Horton, Bay Mourer and Matt Petersen