

Branson/Lakes Area Chamber of Commerce & CVB  
Board of Directors  
December 17, 2025

The Board of Directors of the Branson/Lakes Area Chamber of Commerce & CVB met Wednesday, December 17, 2025. Chair Mike Patrick called the meeting to order at 8:30 a.m. Cole Currier provided the prayer.

*Review of Minutes* – Steve Scherer moved to approve the minutes of the December 19, 2025 meeting and the December 19, 2025 meeting of the 2026 Board of Directors. Pat Cox seconded the motion. All approved. Motion carried.

*Financial Report* – Treasurer Pat Cox reviewed the current financial statements. He reported the overall balance sheet looks healthy. Cassie Cunningham moved to approve the financial report as presented. Brad Thomas seconded the motion. All approved. Motion carried.

*Proposed 2026 Budget* – Treasurer Cox stated the proposed budget was included in the meeting packet. It shows the 2025 budget and actuals to compare to 2026. Rob Griffith made a motion to approve the 2026 budget as presented. Jeremy Bluto seconded the motion. All approved. Motion carried.

*Ex-Officio Report* – City of Hollister – Denise Olmstead introduced their new Chief of Police, Bert Stirewalt. She thanked those who attended the recent ribbon cutting of the new mural.

*Missouri Legislative Session Preview* – Will Marris, Governmental Services Group, provided his thoughts on the upcoming session, including Governor Kehoe's goal to eliminate state income tax. There was brief discussion of the possible sales tax to replace the income tax and what it may look like.

The legislature will likely have to cut between \$1 billion and \$2 billion in the next fiscal year's budget. Approximately 1500 bills have been pre-filed so far.

*Proposed 2026 State Legislative Priorities* – Pat Cox moved to approve the priorities as presented. Steve Scherer seconded the motion. All approved. Motion carried.

*Membership Report* – Janet Minor reviewed the report included in the meeting packet. We currently have 798 members. Steve Scherer made a motion to approve the report as presented. Joe Loth seconded the motion. All approved. Motion carried.

*Chairman's Report* – Chairman Mike Patrick reported staff will hold a board orientation following the January board meeting and encouraged all to attend.

Chairman Patrick recognized two board members leaving the board this year – Wendy White and Scott Skoglund. He thanked them for their service to the organization.

Patrick also recognized Grant Sloan, JoAnna Curtis and the entire team who worked on Black Tie. It was another success, with 750 in attendance! Grant thanked the board for their support.

This is Mike Patrick's final meeting as chair. He stated that he's never seen the organization in a better place and relationships healthier. He acknowledged President/CEO Pam Yancey's leadership and ability to bring people together.

*President/CEO Report* – Pam Yancey praised the finance department. She recognized the time and effort of Aaron McCullough and noted that Kaylee Glaspy has been a great addition to the department this year. Yancey thanked Pat Cox for serving as treasurer and all of his work in the role.

President/CEO Yancey reported great progress has been made with the City of Branson and the Tourism Community Enhancement District.

Kudos to Heather Hermen. She's doing a great job and has found ways to cut cost and put more money into marketing.

Congratulations to the Chamber team on the Shootout, one of the largest Adoration Parades to-date and Black Tie.

President Yancey presented Chairman Mike Patrick with an award thanking him for serving as chairman this year.

The *Merriest Main Streets in America* Branson segment from The Today Show was shown in the meeting. It was great to see so many community members show up early, all dressed up and with signs.

*New Business* – Chair-Elect Cassie Cunningham thanked Mike Patrick for his leadership this year. She looks forward to stepping into the new role and a great 2026.

*Old Business* – Strategic Plan Wrap-Up – Matt Adkins provided a brief recap on the process, thus far. He reviewed the three goals identified and noted the final document will be organic, which will allow for changes if/when needed. Following discussion regarding “shoulder seasons” and “maximizing each season” (12 months), it was determined to bring the plan back for a vote in January with the change(s).

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:39 a.m.

Present: Jeremy Bluto, Evan Bradley, Mike Combs, Pat Cox, Cassie Cunningham, Cole Currier, Robert Griffith, Patrick Haygood, Tom Healey, Jeannie Horton, Joe Loth, Bay Mourer, Raj Patel, Mike Patrick, Matt Petersen, Steve Scherer, Angie Teel, Brad Thomas and Wendy White

Absent: Cynthia Carson, Steve Critchfield, Alderman LeBlanc, John Parker, Paul Satterwhite and Scott Skoglund

Incoming Board Members Present: Jed Dinning

Ex-Officio Members Present: Denise Olmstead, City of Hollister