

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors Meeting
January 28, 2026

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, January 28, 2026. Chair Cassie Cunningham called the meeting to order at 8:30 a.m. Mike Patrick provided the prayer.

Review of Minutes – Cole Currier made a motion to approve the minutes of the December 17, 2025 meeting as presented. Rob Griffith seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Joe Loth reviewed the financial report. He noted the financials are complicated and he would be happy to sit down with any director who may need help reading them. Rob Griffith made a motion to approve the financial report as presented. Bay Mourer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – Alderman Ralph LeBlanc commented on all the activity in town this month and acknowledged City staff for taking care of the roads in our recent winter weather event.

City of Hollister – City Administrator Lamar Patton reported their police department will be fully staffed this week. Lisa Hart was appointed as the new Deputy City Clerk. And, a quiet closing on the waterpark property occurred recently.

Membership Update – Janet Minor reviewed the report included in the meeting packet. We ended 2025 with 798 members. Joe Loth moved to approve the report as presented. Brad Thomas seconded the motion. All approved. Motion carried.

Chairperson's Report – Chair Cassie Cunningham addressed the board where she shared expectations. She echoed the theme of her Black Tie Gala address, “compassion, communication and collaboration”.

Cunningham asked if there were questions regarding anything in the meeting packet, please reach out prior to the meeting so we can provide a response. She reminded all if a board member misses three consecutive meetings they are automatically dropped from the board. They may be reappointed, if the chair wishes, with approval of the Executive Committee or appoint a new person to the seat.

John Parker is no longer at the Chateau. Let Chair Cunningham know if you have a recommendation for that accommodations seat. The term is through the end of this year.

President/CEO Report – President/CEO Pam Yancey reported the American Bus Association’s 2026 Marketplace was held in Reno earlier this month. It was a huge success with 35 community partners and our team attending.

We are working with Higginbotham on our benefits renewal. The employee satisfaction survey is scheduled for the end of March. We have expanded our contract with HR Advantage to work on internal issues with staff, etc.

Our contract with the Tourism Community Enhancement District was extended to 2029.

Chief Marketing & Communications Officer Heather Hermen highlighted a few things in the works for America’s 250th Celebration.

President/CEO Yancey complimented Heather for going above and beyond when the film crew was in town. Bill Abbott with Great American Family said he thinks they could do a film for every season in the Branson area.

The new sales video was viewed in the meeting.

Old Business – Strategic Plan Wrap-Up – Matt Adkins provided a recap of the process, including discussion from the December meeting. Three goals identified:

- Build and sustain a qualified and skilled workforce
- Maximize visitation capacity across all seasons
- Enhance small business support and entrepreneurial ecosystem

Adkins reviewed action items and KPIs for each of the three goals. He reminded this is a three to five-year plan and is meant to be an organic document. Bay Mourer moved to approve the strategic plan as presented. Ralph LeBlanc seconded the motion. All approved. Motion carried. A final (hard copy) deliverable will be presented at the March 2026 board meeting.

Adjourn – Rob Griffith moved to adjourn the meeting at 9:30 a.m. Bay Mourer seconded the motion. All approved.

Present: Jeremy Bluto, Cynthia Carson, Keith Cestare, Mike Combs, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Jed Dinning, Robert Griffith, Patrick Haygood, Tom Healey, Ralph LeBlanc, Joe Loth, Bay Mourer, Raj Patel, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Angie Teel and Brad Thomas

Absent: Evan Bradley and Jeannie Horton

Ex-Officio Members Present: Lamar Patton, City of Hollister

