

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
March 25, 2026

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors met Wednesday, March 25, 2026. Chair-Elect Cole Currier called the meeting to order at 8:30 a.m. Brad Thomas provided the opening prayer.

Review of Minutes – Joe Loth made a motion to approve the minutes of the February 25, 2026 Board of Directors meeting as presented. Brad Thomas seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Joe Loth reviewed the current financials. Rob Griffith moved to approve the financial report as presented. Pat Cox seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – Alderman LeBlanc shared a bit of Mayor Milton's recent State of the City report.

Tourism Community Enhancement District (TCED) – Angela Leist reported we have now accumulated 20 years of TCED tax data. She provided an overview of the tax, what's exempt, etc.

City of Hollister – City Administrator Lamar Patton reported Hollister is ending the fiscal year in good shape. The police department is now fully staffed.

Membership Report – Janet Minor reviewed the report included in the meeting packet. She noted the one member on the drop list paid. Therefore, there are no drops this month! Our current membership is 782. Steve Scherer moved to approve the report as presented. Jeremy Bluto seconded. All approved. Motion carried.

Legislative Update – Monica Evinger provided a brief update and referred to the mid-session update in the meeting packet.

Chairperson's Report – Chair-Elect Cole Currier reported this year's staff satisfaction survey is closing soon and will be compared to the last two.

President/CEO Report – President/CEO Pam Yancey pointed out the printed strategic plan, Chamber event calendar and America's 250 in Branson piece placed around the table.

Downtown Branson merchants are excited about the upcoming Spring Fling May 15-16.

President Yancey shared that we have partnered with Conatus for leadership development for the team, beginning with senior team. They will compile the data for the entire team to help us become a highly functioning team.

Community Leadership Visit – The dates for the trip to Pigeon Forge/Gatlinburg/Sevierville are June 9-11, 2026. We estimate the cost to be \$2700. Areas of focus include how the three cities and county work together; challenges they have overcome and how they did it, economic development, the Southern Hospitality Internship Program (SHIP), etc. Brad Thomas shared some of the history of the area and what he feels we can learn from them.

Cynthia Carson made a motion to adjourn the meeting at 9:25 a.m. Jeremy Bluto seconded the motion. All approved. Motion carried.

Present: Jeremy Bluto, Cynthia Carson, Keith Cestare, Mike Combs, Pat Cox, Steve Critchfield, Cole Currier, Jed Dinning, Derik Frederiksen, Rob Griffth, Patrick Haygood, Jeanni Horton, Becky Jewsbury, Ralph LeBlanc, Joe Loth, Bay Mourer, Raf Patel, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Angie Teel, and Brad Thomas

Absent: Cassie Cunningham and Tom Healey

Ex-Officio Members Present: Lamar Patton, City of Hollister, and Angela Leist, TCED