

The Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
June 24, 2026

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, June 24, 2026. Chair Cassie Cunningham called the meeting to order at 8:30 a.m. Steve Critchfield provided the opening prayer. Cunningham welcomed the Lakes Area Leadership Academy to the meeting. Grant Sloan spoke briefly about the program and the 2026 class.

Review of Minutes – Joe Loth moved to approve the minutes of the May 27, 2026 Board of Directors meeting as presented. Brad Thomas seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Joe Loth reviewed the financials included in the meeting packet. Steve Scherer moved to approve the financial report as presented. Becky Jewsbury seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Branson – City Administrator Cathy Stepp reported the fire chief recruitment effort is going well. In-person interviews will be conducted in July.

Tourism Community Enhancement District – Executive Director Kirk Elmquist provided a brief update regarding tax collections.

City of Hollister – City Administrator Lamar Patton reported Hollister's taxes are up. They are adding two pickle ball courts to Braden Park.

Membership Update – Janet Minor reviewed the report included in the meeting packet. Nineteen new members were signed up in May! Current membership count is 818. Jeremy Bluto made a motion to approve the membership report as presented. Mike Patrick seconded the motion. All approved. Motion carried.

Chairperson's Report – Chair Cunningham thanked all who were able to go on the Community Leadership Visit to Gatlinburg, Pigeon Forge and Sevierville. She shared a couple of her takeaways from the trip.

President/CEO Report – President Pam Yancey reported security cameras will be installed outside the building. She complimented staff on the success of recent events and thanked Cassie and Cole for their work on the local legislative priorities and their leadership.

New Business – Local Legislative Priorities – Chair Cunningham reported that a list of actionable local legislative priorities has been developed to advance the business

community's interests. She, Chair-Elect Currier, and Chamber staff met with City Administrator Stepp and Alex Girard to review the proposed priorities. Following their discussion, it was determined to move forward with presenting the priorities to the Board of Aldermen, once this board has approved them.

During board discussion, item #10 was amended to include the phrase "for new residential construction" following "higher-density formats." Steve Critchfield moved to approve the local legislative priorities as amended. Steve Scherer seconded the motion. The motion passed unanimously.

The approved priorities will be presented to the Branson Board of Aldermen at its July 14 meeting. Board members are encouraged to attend, if possible, to show their support.

Steve Scherer moved to adjourn this meeting of the Branson/Lakes Area Chamber of Commerce & CVB at 9:09 a.m. Brad Thomas seconded the motion. All approved. Motion carried.

Present: Jeremy Bluto, Mike Combs, Clay Cooper, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Jed Dinning, Patrick Haygood, Jeannie Horton, Becky Jewsbury, Joe Loth, Raj Patel, Mike Patrick, Matt Petersen, Paul Satterwite, Steve Scherer, Angie Teel and Brad Thomas

Absent: Cynthia Carson, Keith Cestare, Rob Griffith, Tom Healey and Bay Mourer

Ex-Officio Members Present: Kirk Elmquist-TCED, Lamar Patton-City of Hollister and Cathy Stepp-City of Branson