

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
July 22, 2026

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors met Wednesday, July 22, 2026. Chair-Elect Cole Currier called the meeting to order at 8:30 a.m. Patrick Cox provided the opening prayer.

Review of Minutes – Steve Critchfield made a motion to approve the minutes of the June 24, 2026 meeting as presented. Joe Loth seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Joe Loth provided an overview of the financials. Patrick Cox made a motion to approve the financial report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – Tourism Community Enhancement District – Executive Director Kirk Elmquist provided a brief update.

City of Hollister – City Administrator Lamar Patton shared recent news from Hollister.

Membership Update – Janet Minor reviewed the report included in the meeting packet. We currently have 818 members. Steve Scherer moved to approve the report as presented. Patrick Cox seconded the motion. All approved. Motion carried.

Community Leadership Visit – Next Steps – Matt Adkins provided a brief presentation, including a summary of key takeaways:

- Regional alignment, trust and unified advocacy
- Long-term vision creates momentum
- Tourism infrastructure is economic development
- Workforce development must be intentional
- Housing and workforce availability remain critical

Big rocks:

- Workforce – Build and launch the Ozarks Hospitality Lab
- Investment – Implement a sustainable funding system
- Marketing – Market workforce like we market tourism
- Advocacy – Build a unified regional voice

Chairperson's Report – Appointment to Vacant Seat – Chair-Elect Cole Currier presented Chair Cunningham's recommendation to appoint Greg Baker of Branson Bank to fill the remainder of the vacant one-year appointment most recently held by Derek Frederiksen.

Brad Thomas moved to approve the appointment of Greg Baker for the remainder of the one-year term. Jeremy Bluto seconded the motion. The motion was approved unanimously and carried.

Nominating Committee – The Nominating Committee reviews nominations and determines the slate of candidates for the annual Board of Directors election. Chair Cunningham recommended appointing Melissa Box, Tanya Bluto, Cassie Cunningham, Cole Currier, Laurie Hayes, Rob Johns, and Susan Mayr to serve on this year's committee. Pat Cox moved to approve the Nominating Committee slate as presented. Steve Critchfield seconded the motion. The motion was approved unanimously and carried.

President/CEO Report – President/CEO Pam Yancey reported that a conference call is scheduled today with Senator Schmitt's D.C. office to discuss challenges related to H-2B visas and the BridgeUSA (J-1) program in the local market.

The list of local legislative priorities approved by the Board in June was presented to the Branson Board of Aldermen this week. The priorities were received positively, and a second reading is scheduled for the Board of Aldermen's next meeting.

President/CEO Yancey recently met with Allison Cash, Executive Director of Leaders for Ozarks Region Evolvment (LORE), who is scheduled to present to the Board in August.

Work is underway on the Request for Qualifications (RFQ) for the City Tourism Tax contract, as well as the draft budget for the Convention and Visitors Bureau (CVB).

Present: Jeremy Bluto, Keith Cestare, Mike Combs, Clay Cooper, Pat Cox, Steve Critchfield, Cole Currier, Jed Dinning, Robert Griffith, Patrick Haygood, Tom Healey, Jeannie Horton, Becky Jewsbury, Joe Loth, Bay Mourer, Raj Patel, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Angie Teel and Brad Thomas

Absent: Cynthia Carson and Cassie Cunningham

Ex-Officio Members Present: Lamar Patton – City of Hollister, Kirk Elmquist – Tourism Community Enhancement District