

Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau
Board of Directors
March 27, 2024

The Branson/Lakes Area Chamber of Commerce & CVB Board of Directors met Wednesday, March 27, 2024. Chair Rob Griffith called the meeting to order at 8:30 a.m. Evan Bradley provided the opening prayer.

Review of Minutes – Joe Loth made a motion to approve the minutes of the February 28, 2024 meeting as presented. Cynthia Carson seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Patrick Cox provided a brief overview of the financial report. Bay Mourer moved to approve the financial report as presented. Cassie Cunningham seconded the motion. All approved. Motion carried.

Ex-Officio Report – Tourism Community Enhancement District – Kirk Elmquist reported tax collections for January were up 9.5% compared to the same time last year.

City of Hollister – City Administrator Rick Ziegenfuss discussed the April 2 general municipal election.

Sales Department Update – Samantha Gutting introduced the team in the meeting. She reported they (sales and sports) generated \$85M of economic impact for the city, 130,000 room nights and 450+ RFPs in 2023. The 2024 sales objectives and industry outlook were reviewed as well.

Branson is getting national recognition as a top destination for meetings, conventions and sports. It was on the cover of a recent MPI publication. Jarrica Guzman, Event Services Manager, received a Leadership Award in event services from Event Service Professionals Association. Samantha was presented with the Visionary award at the Smart Women in Meetings 2023 Awards Gala.

Membership Update – Janet Minor reviewed the report included in the meeting packet. Steve Scherer moved to approve the membership report as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

Chairman's Report – Chair Griffith reported Monica Griffin has been hired as the new Chief Marketing Officer. He complimented the hiring/selection process.

The BLACC/CVB was awarded a five-star accreditation by the U.S Chamber of Commerce! This is a big deal and puts us in the top 2% of chambers in the country. A press release will be sent out soon.

President/CEO Report – President/CEO Pam Yancey also touched on the accreditation and hiring of the CMO. She recognized Ashlie Beede for all her work serving as the Interim CMO. She has now been named Vice President of Marketing.

We are working with HR Advantage on our onboarding procedures

Yancey is meeting with community stakeholders and getting feedback.

New Business – Rick Ziegenfuss talked about a petition being circulated in Taney County related to freezing senior citizens' property tax.

Bay Mourer shared what he learned on a trip with Jonas Arjes, Dennis Wiggins and Stewart Grimm to Homefield Kansas City. The facility has not opened their doors but are already booked every weekend for a year. We are missing out on a lot of business by not having more facilities. This led to further discussion of sporting events.

Present: Evan Bradley, Cynthia Carson, Bryan Cossiboom, Pat Cox, Steve Critchfield, Cassie Cunningham, Cole Currier, Robert Griffith, Tom Healey, Katie Hodges, Marshall Howden, Joe Loth, Bay Mourer, John Parker, Mike Patrick, Paul Satterwhite, Steve Scherer and Wendy White.

Absent: Mike Combs, Scott Skoglund and Brad Thomas

Ex Officio Members Present – Kirk Elmquist, TCED and Rick Ziegenfuss, City of Hollister

This meeting of the Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau adjourned at 9:32 a.m.