

Branson/Lakes Area Chamber of Commerce & CVB
Board of Directors
October 22, 2025

The Board of Directors of the Branson/Lakes Area Chamber of Commerce and CVB met Wednesday, October 22, 2025. Chairman Mike Patrick called the meeting order at 8:30 a.m. Cynthia Carson provided the prayer.

Review of Minutes – Joe Loth moved to approve the minutes of the September 24, 2025 meeting as presented. Cassie Cunningham seconded the motion. All approved. Motion carried.

Financial Report – Treasurer Pat Cox reviewed the financial report included in the meeting packet. He noted a new line item will be added for the fall festival under City of Branson Tourism Tax. It is currently under contingency but will have its own line. Brad Thomas made a motion to approve the financial report as presented. Steve Scherer seconded the motion. All approved. Motion carried.

Ex-Officio Reports – City of Hollister – Denise Olmstead reported Hollister City Hall is undergoing renovations. Sales tax revenues are slightly off budget.

Membership Report – Grant Sloan reviewed the update included in the meeting packet. We currently have 793 members. He talked about the new retention strategy that started in January, which includes multiple touch points throughout the year. Joe Loth complimented Grant and the team on their success with the new strategies, etc. Rob Griffith moved to accept the report as presented. Joe Loth seconded the motion. All approved. Motion carried.

Chairperson's Report – Chairman Mike Patrick welcomed three GoCaps students who attended the meeting.

Appointment to Open Attractions Seat – Chairman Patrick noted this is the seat previously held by Travis Leaming, with a term ending December 31, 2027. He would like to appoint Jeremy Bluto with IMAX Entertainment Complex to fill the remainder of the term. Cynthia Carson moved to approve the appointment of Jeremy Bluto to the vacant attractions seat. Brad Thomas seconded the motion. All approved. Motion carried.

Fall Festival – Chair Patrick complimented staff on the first Downtown Branson Fall Festival. Chief Marketing and Communications Officer Heather Hermen reported Placer data reflects a 111% increase in downtown visitation over October 3 last year. A survey has been sent to the 50 businesses who participated in the festival.

President/CEO Report – President/CEO Pam Yancey reported on a recent meeting with Great American Media. She was invited to and will attend the Great American Christmas Movie Premier in Franklin, Tennessee on November 5. They are interested in building long-term, long-lasting relationships and we hope they will film a future movie here.

President Yancey will leave Franklin and travel to Gulf Shores, Alabama to attend the Frank Brown Songwriter’s Festival, which is in its 41st year and brings about 100,000 to the area. She is working with Billy Yates, Mike Patrick, and others to consider bringing a similar festival to Branson in spring of 2027.

Branson Airport hired an airline consultant to assist them in attracting a carrier.

Heather presented the proposed budget and marketing plan, which were well received, to the Branson Board of Aldermen this month.

This meeting of the Branson/Lakes Area Chamber of Commerce & CVB Board of Directors adjourned at 9:10 a.m.

Present: Cynthia Carson, Mike Combs, Pat Cox, Cassie Cunningham, Cole Currier, Rob Griffith, Patrick Haygood, Jeannie Horton, Joe Loth, John Parker, Mike Patrick, Matt Petersen, Paul Satterwhite, Steve Scherer, Angie Teel and Brad Thomas

Absent: Evan Bradley, Steve Critchfield, Tom Healey, Ralph LeBlanc, Bay Mourer, Raj Patel, Scott Skoglund and Wendy White.