

Branson/Lakes Area Chamber of Commerce & CVB  
Board of Directors  
October 25, 2023

The Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau Board of Directors met Wednesday, October 25, 2023. Chairperson Cynthia Carson called the meeting to order at 8:30 a.m. Mike Patrick provided the prayer.

*Review of Minutes* – Brad Thomas made a motion to approve the minutes of the September 27, 2023 Board of Directors meeting as presented. Steve Critchfield seconded the motion. All approved. Motion carried.

*Financial Report* – Treasurer Phil Cox reviewed the current financials of the organization. Joe Loth moved to approve the financial report as presented. Steve Scherer seconded the motion. All approved. Motion carried

*Ex-Officio Reports – Tourism Community Enhancement District Report* – TCED Executive Director Kirk Elmquist reported he has been educating groups on the upcoming ballot measure to renew the tax. Lisa Rau was appointed by the City of Branson to serve on the TCED board. Officers will be elected soon. Elmquist stated he is working on a major event for November 30 at Branson Landing.

*City of Hollister* – Mayor Lamar Patton joined City Administrator Rick Ziegenfuss in the meeting. Mayor Patton presented a proclamation recognizing today as Branson/Lakes Area Chamber of Commerce Day in Hollister.

Ziegenfuss reported they've begun the \$3.4 million improvement to the wastewater treatment plant. City officials approved the next three-year commitment to the Taney County Partnership.

*2024 State Legislative Priorities* – Cassie Cunningham provided a brief review of the proposed priorities. Brad Thomas requested we add a line specifically to advocate for I-44 improvements/enhancements. Phil Cox moved to approve the 2024 state legislative priorities with the addition requested by Brad Thomas regarding I-44. Brad Thomas seconded the motion. All approved. Motion carried.

*Membership Report* – Janet Minor reviewed the report included in the meeting packet. We currently have 889 members. Wendy White moved to approve the drop list as presented. Cassie Cunningham seconded the motion. All approved. Motion carried.

*Chairperson's Report* – Chairperson Carson encourages everyone to talk to your employees, friends and neighbors who live in the Tourism Community Enhancement District to get out and vote yes November 7.

The Search Committee is getting close to making a recommendation to the board for the next president/CEO.

*President/CEO Report* – Jonas Arjes thanked Mayor Patton for the recognition.

Board election – Congratulations to the following who were elected to serve a three-year term beginning January 1, 2024.

Accommodations: Tom Healey and John Parker

Attractions: Paul Satterwhite

General Business: Steve Critchfield and Cassie Cunningham

Lakes: Patrick Cox

City Appointment – At last night’s Board of Aldermen meeting, Mayor Milton appointed Alderman Marshall Howden to our board to serve the remainder of Alderman Cooper’s term through April 2024.

MO Governor’s Conference on Tourism Awards – We are proud to announce the CVB team received three awards at the conference. CMO Rachel Wood accepted the Marketing Campaign of the Year Award for “My vacation needs Branson”. Director of Marketing Ashlie Beede was presented with the Rising Star award. Lynn Berry, Director of Communications was awarded the top tourism award as she was inducted into the Missouri Tourism Hall of Fame!

We secured the Governor’s Conference on Economic Development for 2025 to be held at the Hilton Convention Center.

Budget – The internal process is going well. We plan to have a draft completed by the end of the week.

City Contract – We will engage with City of Branson leadership to look at language in the contract. It’s nothing to be concerned about, as it is cleaning up some language.

Old Business – Pam Yance again encouraged people to agree to attend the City Board of Aldermen meetings to represent the voice of business. Talk to your business acquaintances and ask them to get involved.

Chair Carson asked for a motion to adjourn into Executive Session. Mike Combs made the motion. Joe Loth seconded the motion. All approved. Motion carried. Note, Pam Yancey left upon adjournment of this meeting.

Present: Evan Bradley, Cynthia Carson, Mike Combs, Bryan Cossiboom, Phil Cox, Steve Critchfield, Cassie Cunningham, Jon Davidson, Tracey Field, Robert Griffith, Tom Healey, Katie Hodges, Joe Loth, Bay Mourer, Mike Patrick, Steve Scherer, Scott Skoglund, Brad Thomas, Craig Wescott, Wendy White and Pam Yancey

Absent: Raj Patel

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