

# Minutes

## Visitcape Executive Board

*FRIDAY, November 2, 2018*

*1:30 P.M.*

Cape Girardeau Convention and Visitors Bureau  
220 North Fountain Street

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Scott Meyer	Present	Present	John Mehner
Joel Neikirk	Present	Not Present	Adam Kidd
Quantella Noto	Present	Present	Randy Kluge
Alyssa Phares	Present	Present	Brenda Newbern

Meeting was called to order at 1:30 by Brenda Newbern.

The motion was made to approve the minutes by John Mehner and 2nd by Joel Niekirk. All approved.

The review of the past accomplishments over the past six months we have been working with BOLD Marketing. During the time period of May through October there have been 53 social posts, 4 sets of Google ads, 1 landing page, 62 print ads, 22 radio scripts, 22 blogs, 3 newsletters, multiple website updates, co-op submissions, photography support and monthly client meetings and reports. The social media growth has been increased and optimizing of the social media reach allows us to drive our message and gain awareness through VisitCape website. The spend that we had was \$1,500 which was very minimal for a 19.2% growth in followers. The Digital marketing effort was setup to reach audiences that are traveling to Cape Girardeau for sporting events in the summer months. We wanted to increase hotel bookings/revenue and encourage visitors to see everything Cape has to offer and we had a 15.5% growth in open rate and 12.6% growth in click rate at an average cost of \$0.10 which is very good. The digital data from Madden Media shows 43.14% of the total website sessions and generated 6 visitors guide conversions

Alyssa Phares shared the sales efforts that have been taking place. She attended the opening bids for MSHSAA Softball and the Golf tournaments. Alyssa feels that our bids are very competitive and we should have the opportunity to win one of them. There was discussion about the opportunities with more seating at the fields for the bids for baseball. The Shawnee Complex is viewed as one of the top field complexes in the state. She worked with several RV groups that came to Cape and this is a new market that she is going to continue to work. They have time and expendable income for taking trips in Cape Girardeau.

Alyssa is working with the Reynolds House Foundation to move forward on the renovation and use of the house as a venue in partnership with the university.

Alyssa will be attending ABA, Travel South, NASC, and working on her CSEE and CDME certification. Brenda will attend the Working Women Survival Show for her due to the trade show conflict with Travel South.

The need to attract more energy and bodies into the ownership of attractions is something we need to focus on. Alyssa will hold the first Attractions meeting this week to try and gather ideas and get them involved in ways to increase the time our visitors stay in Cape and the opportunity to bring in more motor coach business.

Joel brought the discussed on how to reach out to restaurant owners and make them aware of the upcoming events so that they will have staffing for the times when we will have large crowds in town. John shared that we may be able to use the chamber's list to assist with getting the word out or at least utilize the list as a basis for starting the contact.

We discussed the Airbnb paying into the tax and if so they may be listed on our website.

The meeting was adjourned at 2:30 pm. The next meeting will be Friday, February 1, 2019 at 1:30 pm.

*Team work is not a virtue. It is a choice—and a strategic one!!*



Cape Girardeau Convention and Visitors Bureau  
VisitCape.com

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