

MINUTES

Visitcape Executive Board

FRIDAY, May 3, 2019

1:30 P.M.

Cape Girardeau Convention and Visitors Bureau
220 North Fountain Street

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

Executive Committee Minutes – 02/01/2019

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

We had a presentation by Thomas Smugala about the film industry. Tom would like to see us attend the AFM Festival and show us as a small film friendly town. He applauded the city, chamber and VisitCape for working with him and supporting the filming of Interviewing Monsters which will be in theaters soon! There was some discussion on the film industry and I will send out the information to the board members so that everyone will be able to review it; several board members weren't present and this will allow them to review the information from Tom.

The hotel/motel tax was reviewed through February and we are holding at a steady pace. The hotels are having very strong weekends and the focus now is on getting week day business.

Shared the Missouri Civil War Passport Program the VisitCape is now a part of and hopes to bring in those civil war buffs that travel across the state to visit the 40 civil war sites across the state of Missouri.

I shared the economic impact of tourism handout that I used for the Leadership Cape group and the highlights of our marketing and visitor efforts.

Alyssa Phares shared the updates on Missouri Council of the Blind, Missouri Group Travel Exchange, Missouri Sport Motorcycle Touring Conference, The Great Race, McKendree Chapel Symposium, Twisted Cat and Mississippi River Relay of Voices. Shows are going well and she will be working on leads in the upcoming months.

Next meeting will be Friday, August 2, 2019

Meeting adjourned.

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



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VisitCape.com

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