

MINUTES

Visitcape Executive Board

FRIDAY, May 1, 2020

1:30 P.M.

Cape Girardeau Convention and Visitors Bureau

220 North Fountain Street

Scott Meyer
John Echimovich
Quantella Noto
Alyssa Phares

John Mehner
Randy Kluge
John Eric Klein
Brenda Newbern

Meeting was called to order at 1:40 by Brenda Newbern. The meeting was a virtual meeting using zoom. All executive committee members were in attendance by logging into the virtual meeting.

The minutes from the February 7, 2020 meeting were approved by John Mehner and seconded by Randy Kluge.

The hotel/motel and restaurant tax receipts were reviewed. We were having a record year right up to COVID-19. Discussion was led by John Echimovich and Randy Kluge respectively on the hotel industry direction. There has been a notable loss in both adr and occupancy. The most immediate trend has been seen by the transient travelers and then the expectation of seasonal corporate. With other states opening (Ga, Texas, Tennessee) it may encourage others to travel as long as we see testing, tracing and no major increase in disease spread.

The FY21 budget has been shared with the city and at this time Scott said no revisions are being requested. There may be ways for the budget to stand based on reserve finances and the outcome of the current financial situation moving forward.

The trends for the social media and newsletter engagement show that our marketing efforts have kept audiences engaged and updated with information. The website usage is a bit lower, but this could be attributed to us driving people to the keepcapestrong website. Which at this time is a much-needed resource for all of our community, county and potential visitors. SEM~paid media delivered 5,867 clicks to our site and accounted for 77.91% of the website sessions in February. We had 48 visitor guide requests in April with Illinois being the location for most of the request then Missouri.

Alyssa presented Rediscovering Our Cape strategy and highlighted the areas of: Communication, Partner Relationships, Destination Development, Destination Sales, Marketing and Advertising and Points We Must Remember as we move towards our “new normal” for sales and meeting/group travel engagement. She also shared the video for National Tourism and Travel that she created.

Scott shared that there has been a loss in the sales tax revenue and the large loss from the casino but, feels that we can be proactive and ready to step up and capture those people that will not be wanting to go to large metropolitan areas and ready to come to the smaller towns. This is the current direction we are working towards. Randy spoke to the legislation that is taking place in regard to the Wayfair tax collection and how that revenue stream will help with our funding. Shop local!

Next meeting will be Friday, August 7, 2020 Meeting adjourned 2:30 pm.

