

MINUTES

Visitcape Executive Board

FRIDAY, August 3, 2019

1:30 P.M.

Cape Girardeau Convention and Visitors Bureau
220 North Fountain Street

Scott Meyer
Joel Neikirk
Quantella Noto
Alyssa Phares

John Mehner
Randy Kluge
Brenda Newbern

Executive Committee Minutes – 08/03/2019

Meeting was called to order at 1:35 by Brenda Newbern.

The minutes from the May 3 meeting were approved by John Mehner and seconded by Randy Kluge.

Scott Meyer presented the Capital Extension Sales Tax and it was open for clarification and discussion.

Brenda reviewed the Annual report and with a very conservative report the convention and visitors' bureau had an estimated impact of \$2,179,035. The year is going to start very strong with the Corvette Caravan, Shipyard Music Festival and Hoopz Showcase. There were 22 funded events out of the Tourism Development, and it ended with a zero balance. There was some discussion about the Shipyard music festival, and it has changed the format to a two-day event and there was rain in the first year. We hope to help this grow into a well-attended music festival that will draw a large following to Cape Girardeau and be a positive impact to the economy and help to differentiate us from other communities.

The hotel/motel tax was reviewed for the year and looks strong based on all of the moving parts that have taken place. Restaurants continue to show a very steady increase.

Alyssa did a presentation to show the leads that she is currently working on: NAIA Women's Golf Championship, McKendree Chapel Hotel Rooms, Great Race Hotel Rooms, Missouri Travel Council Group Travel, Missouri Press Association, RV Rally-Glenn House, Homeschool Group, -Red House, Motorsport Lunch RFP Sent, Optimist Funding Request and Missouri Realtors Association. She has attended NASC, MACVB and Destination International Conferences. She is working on certification as a CSEE in Sports Communications and DCME with Destination Leadership and Destination Branding. Alyssa is working on some new and varied strategic activities: Voices, print ideas for Shipyard, site visits, one sheet design for things to do in Cape if you have 1,2 or 4 hours just to name a view.

Brenda shared the year in review and social media highlights. More than 30,000 viewers saw the First Friday Coffee video showing the who, what and how of VisitCape. Shared the new #GetHere Campaign. Gave the board the year-end review booklet that has all of the social media activity for FY19 to take with them and review. Reviewed changed to the Mission and Vision statements and discussed the FY20-25 Strategic Plan. Shared the bicentennial Paint for a Cause project that we have sponsored, and it is endorsed by the Missouri 2021 Commission. We will get a replica of the historic panel to hang in our office. Reviewed the TSI study that will complete an analysis of what people are saying about Cape Girardeau from 500,00 peer-to-peer communication platforms for conversations about our destination and identified comp set. This is a 3-year study and will help with strategic planning and marketing direction.

Thanked Joel for all that he has done for the board and discussed potential replacements. John Echomovich will be replacing Joel at MidAmerica and it was recommended that he replace Joel for the hotel representation on the board. A replacement for Adam Kidd will be reviewed by the chamber executive committee and we hope to find someone from the restaurant industry.

Next meeting will be Friday, December 6, 2019

Meeting adjourned.

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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