

Minutes

Visit Cape Executive Board

FRIDAY, February 5, 2021

1:30 P.M. Cape Girardeau Convention and Visitors Bureau

220 North Fountain Street

Scott Meyer -City Government – Board -Present
John Echimovich – MidAmerica – Board- Present
Quantella Noto- SEMO MO – Board -Present
John Mehner – Cape Chamber – Board- Present
Randy Kluge – Drury Hotels – Board- Present
John Eric Klein – Restaurant – Board- Present
Brenda Newbern – Visit Cape -Liaison- Present
Alyssa Phares -Visit Cape -Staff- Present

Executive Committee Discussion Items – 11/6/2020

The meeting was called to order at 1:30 pm by Brenda Newbern. We wished John Eric Klein a happy birthday and it is noted that our entire board is present. The minutes were approved by Randy Kluge and seconded by John Mehner.

I shared information about Emily Hagan our new Office Administrator. Emily has been with us for 2 months and was our agency manager when she worked for Bold marketing agency, so it is great to have her join our team. Reviewed the hotel/motel tax receipts and pointed out that we are down by \$9308.23 from 2020 which is not good but better than many of the larger cities. John and Randy with our hotels know that based on their properties in those metropolitan locations. They were able to shine some light on the current hotel situation. The sports market has continued to be an asset for Cape Girardeau and the Sportsplex is booked every weekend. I shared the FY22 budget and we are remaining flat. Scott Meyer gave an overview of where the city was with the budget and funding the tourism bureau so that we may be more aggressive and stay in front of potential new markets now when the people are seeking other markets. He shared that if covid would not have hit we were on target to break even with the Sportsplex. It was important to hear and know that the city is onboard with making sure we bring as many teams as possible and events to Cape Girardeau so that our future endeavors are building a platform we may stand on. The VisitCape team appreciates the support and leadership from Scott and the city management. I shared the Missouri Division of Tourism Topline Numbers tourism impact was \$14.5 billion and employing 279,602 and Cape County had an economic impact of \$190 mil and employed 4,296 individuals. The visitor information was shared with the group which we had 177 visitor guides requested with Missouri, Illinois and Texas being the leading states. We discussed the aspects of trying to get back to normal and Randy shared that they are seeing leisure travelers but, the corporate business is slow. John shared the same sentiments. Alyssa shared the sales efforts that she has been working on during a time when meeting is person not on her radar. She has done things in the virtual world and has even been able to connect through face book with potential clients. The Great Race is back on schedule, Muddy River Marathon, Twisted Cat, Cabela King Catfish tournament, Shipyard and a Yankee RV tour are all business she is looking to bring to Cape. We are looking forward to continued success by growing in other areas like fishing, marathons, pickleball, arts and music festivals along with youth sports. However, we are going to need to be strategic in finding openings for new ventures to join! She will be attending a virtual conference with STS and will share 40 appointments with her Missouri tourism partners. Each of them will have the opportunity to share their city and offer a tour that will take the group to each destination.

Scott shared that a feasibility study may be done to see about the opportunity to have a boat dock constructed. The idea of a dock for the paddleboat cruise line and many other recreation boats that pass the Cape riverfront is an exciting prospect. There was some discussion from the group on different places they have seen ports. Alyssa offered up a Louisiana contact and will share the information with Scott.

Meeting was adjourned at 2:45 pm

Next meeting will be Friday, May 7, 2021

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



Cape Girardeau Convention and Visitors Bureau
VisitCape.com

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