

Minutes

Visit Cape Executive Board

FRIDAY, November 6, 2020

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

220 North Fountain Street

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

Executive Committee Discussion Items – 11/6/2020

The meeting was called to order at 1:40 pm by Brenda Newbern. Members not present were: Quantella Noto, Randy Kluge and John Mehner.

The minutes were approved by John Echimovich and seconded by John Eric Klein.

We reviewed the hotel/motel tax receipts and it was pointed out by Scott Meyer that the first two months had deferred payments that may have inflated those months but, we are now collecting as normal so the comparison is accurate. Brenda pointed out the in comparison to last year which was a record breaking year we were only down 16% with hotels and 7% with restaurants. John Eric shared that he is seeing a pick-up in business and is looking at other opportunities in the food marketing industry. People are wanting to pick up prepared food and are willing to make reservations with the small space for family only dining out. John Echicovich shared that they have seen the first large leisure group in the wedding arena at the hotels. Sports has been the solid focus for business and continues to keep the hotels financial momentum. We discussed how we thought the virtual meetings would impact us in the future and based on industry information everyone is ready to get back to in person meetings. Work from home doesn't work for all businesses for various reasons. John Eric shared that in the restaurant business the holidays are looking good and business is picking up by way of gift certificates versus the large company parties!

We reviewed the FY20 Year in Review and our social media, video content, newsletter and website analytics are all performing very well. Everything has a positive increase and we will continue with our #GetHere campaign for FY22. Even with the COVID adjustments to strategy I didn't change our advertisements and will continue to strive to show Cape Girardeau as "Safe and Open"!

Brenda shared the Alyssa's sales efforts that will be continued in the next season of sales conferences that she had only attended once such as: Small Market Meetings, African American Group Travel and the International Tour Market specifically the Rey Royal, Gastaldi USA group. There was business that has already rescheduled for the future – Great Race 2021, National Motorcycle Sport Touring 2022 Rally, East Missouri District Optimists -August 2021 and during a virtual tour she was able to book the King Kat Fishing Tournament sponsored by Cabela.

Next meeting will be Friday, February 5, 2021

Meeting adjourned at 2:45

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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