

Minutes

VisitCape Executive Board

FRIDAY, August 6, 2021

1:30 P.M.

Cape Girardeau Convention and Visitors Bureau
220 North Fountain Street

Kenneth Haskin – Board	Present
John Echimovich – Board	Present
Quantella Noto- Board	Present
John Mehner – Board	Not Present
Randy Kluge – Board	Not Present
John Eric Klein – Board	Present
Brenda Newbern –	Present
Alyssa Phares -Staff	Present

Executive Committee Minutes – 08/6/2021

The meeting was called to order at 1:35 by Brenda Newbern. Minutes were approved by Quantella Noto and seconded by Kenneth Haskin. It was noted that John Mehner and Randy Kluge were not going to be able to attend the meeting.

Alyssa Phares gave an update on the status of sales efforts. She reviewed the appointments and the process that is taken to get involved with group travel. She gave some background on the Show Me Missouri Sports group and the benefit of having them share appointment information between the various cities in support of Missouri travel in the sports market. Information about the final negotiation with a FIT group that will be working to bring groups to Cape Girardeau. Rey Royal Tours. They are often working with international groups but will be looking at all options. Also, Alyssa discussed the need to sign a waiver relating to COVID that basically with release the conference of any liability if she were to contract covid. This is something that is becoming more prevalent in the meeting/conference industry. The event is one of the largest group tour events in the sports marketing arena. She is working to create some new experiences for the guest with the Glenn House/Christy Mershon and will continue to attend any virtual seminars that may come available. The King Kat tournament was one that she met via zoom during covid and has rebooked for the current year. He will be doing a final site visit in the next couple of weeks.

Brenda reviewed the ads that are present in magazine and the reason for selecting those magazines. Quantella had let us know that she had seen the ad in Martha Stewart “Living” and I am always looking to place ads in locations that will cause travelers to come stay and experience Cape. This is based on the data that we get from the SEM and Visitor requests along with our website analytics. The impact that we had in the 2021 website analytics showed the top location of visitors were Chicago, MO, Tennessee, Texas, Georgia, and Oklahoma so those are the marketing areas that I will target for FY22 ads. The committee received a copy of the FY21 Year End Review and are encouraged to review it and ask questions if there are any that they may have. There were discussions from the group about how we make the city a place that people will want to visit. Kenneth shared some information on the impacts that he has seen with Jonesboro, Arkansas and how we must be aware of what we do the support our community efforts. John informed us of the status with the business traveler and how it isn’t coming back as quickly as we would like. Many of the major corporations are still not allowing full travel to the staff and this will probably continue for the next 3 years. The benefit of leisure travel is important. We discussed if the youth sports teams needed additional funding to continue to come, I shared with the group that during the height of covid the promoters were hiring additional staff and providing mask and sanitizer and had requested additional funding. Since the covid protocols had come down I have refused the additional funding and explained to the promoters the reason why. All have accepted the reduced funding.

There was some general discussion on the ways that we can enhance visitor experience and outlook on the future for our airport, riverfront, and general support of the city. John Eric also shared the need for employee

recruitment and ways for us to grow our employee pool is very important. It is an exciting time for us to get behind our community in its growth.

The results for the Hotel/Motel and Restaurant Tax were reviewed to say that we made the goal and exceeded it and met that desire to be in the black by the end of the year and we made it with a combined increase of 5.76%. Now looking towards FY22!

Kenneth was presented with the Destination Leadership book by Bill Geist. We appreciate him being a part of the board.

Next meeting will be *Friday, November 12, 2021* (Please note meeting is a week later due to vacation.)

Meeting adjourned at 2:35 pm

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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