

**Minutes**  
VisitCape Executive Board

**FRIDAY, May 6, 2022**  
**1:30 P.M.**

Cape Girardeau Convention and Visitors Bureau  
220 North Fountain Street

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Kenneth Haskin -City Government – Not Present  
John Echimovich – MidAmerica – Not Present  
Quantella Noto- University - Not Present  
Rob Gilligan – Cape Chamber – Board - Present  
Randy Kluge – Drury Hotels – Board - Present  
John Eric Klein – Restaurant Owner – Not Present  
Alyssa Phares -VisitCape -Staff – Not Present  
Brenda Newbern – VisitCape Staff - Present

Executive Committee Minutes was called to order by Brenda Newbern at 1:45 pm on May 6, 2022. Welcomed Nicoletta Brennan with public information to the meeting. There wasn't a quorum, so the minutes weren't approved from the February 11, meeting. We proceeded to discussions from the sales area with review of the entries into the Simpleview program by Alyssa that will give us a view of our EIC projections as we move forward. Also, she sent a presentation by ETA "State of the Industry" showing that \$91.8B is the sports economic impact on tourism, generates 635,000 jobs and has a \$12.9 billion in taxes.

Randy with Drury gave us some insight on how things were started and looking at our tax report things are I a very good place with prospective growth. As we move forward the goal is to find more weekday business! The impact of sports and weekend events is evident. The strategic plan will be developed by the team with the board being invited to join in the planning. The groundwork has been laid out for us as we continue to plan for the future. We will be focusing on team, sales, and new event i.e., the Riverfront Fall Festival and cultural assets. Shared the addition of the Juneteenth event that is funded by Missouri Division of Tourism for a citywide event in 2022.

Brenda shared the SEM data, and the campaign last month performed much better than the industry standard in ctr with it being at 8.40%. Industry standard is 4.38%. The Shady Grove Cemetery is on the final steps of being placed on the National Register of Historic Places by the Department of the Interior National Park Service. The family of many of the descendants will host a family reunion here May 27-31 and the historian Bob Blythe will give a presentation on the ethnic heritage of the graveyard on Saturday, May 28 at 10:00 am in the University Ballroom on the campus of Southeast Missouri State. We reviewed the tourism sentiment data, visitors with request for information and walk-in visitors with (6) Wisconsin making a presence and as always Illinois and Missouri. Reviewed the Hotel/Motel/Restaurant Tax report and things are really in a great position at this time. We are trying to ensure that we continue to advertise, fund, and recruit the appropriate events and diversity ourselves for continued growth. Currently, at a 17.45% which exceeds a recovery from covid. The growth is stable for our market currently. Shared the eclipse information we will have visitors! I will mail the information to the board members that weren't present.

Next meeting will be Friday, August 5, 2022

Meeting adjourned 2:00 pm.

**"If everyone in the team is making decisions and taking actions together, then you have the right culture for innovation." — Sandeep Kashyap**



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