

AGENDA

VisitCape Executive Board

FRIDAY, February 3, 2023

1:30 P.M.

Cape Girardeau Convention and Visitors Bureau
220 North Fountain Street

Kenneth Haskin -City Government – Board	Not Present
Alyssa Phares – Red Letter - Board	
Rob Gilligan – Cape Chamber – Board	
Randy Kluge – Drury Hotels – Board	
John Eric Klein – Board	Not Present
Quantella Noto –Board	Not Present
Josh Thompson – VisitCape Staff	Present
Joshua Robison -VisitCape -Staff	Present
Brenda Newbern – VisitCape Staff	Present

Executive Committee Discussion Items – 02/3/2023

The meeting was called to order at 1:35 pm by Brenda Newbern.

Minutes from November 4th were reviewed but there wasn't a quorum to approve them.

Joshua Robison shared the events that were coming to town for the year. As follows:

Conventions: Regional Meeting for Associated Electric Cooperative, Inc, Spring Convention for General Federation of Women's Clubs, Spring Meeting for Missouri Birding Society and Governors' Conference on Tourism

Events: Juneteenth – June 17th; Eclipse Expo – July 21; Twisted Cat – July 22; Senior Babe Ruth World Series – August 13-19; Motorcycle Cannonball – September 13; Cabela's King Kat – September 30 and Corvette Caravan August 27, 2024.

Festivals: Shipyard Music Festival – September 22-23; Riverfront Fall Festival – October 21.

Motorcoach Tour Groups: Branson Ticket & Travel – November 6-7, 2023.

The economic impact of groups that have booked was included in the packet.

Josh Thompson shared the visitor guide data and the highlights that point to Illinois being our top requested state. . The phone calls are somewhat of a information requested wrong number and may I get you to give me an appraisal. There is a lot of wrong number calls on some occasions. But this is a slow time, and the real calls are coming in to request information on tournaments and events. He has completed inventory and will be working on the visitors guides. Also, it is heavy time for looking for swag for the various conferences and events that are coming to town this year. There was a total of 668 request one Canadian, 89 request from Illinois and 43 from Ohio. Randy shared that many of those people may be attached to P&G with Ohio connection. The 24 Minnesota along with the 38 Florida request may be the snowbirds coming and going thru Missouri.

Brenda Newbern shared that the CVB is moving to google analytics GA4 and that has been placed on our website and will be the new reporting dashboard. Insights on the Facebook page show strong from Dec. 28-Jan 24 with Post Reach of 67K, Post Engagements of 3.2K and New Page Likes 25. She shared the new campaign ad horizontal and vertical view and added that the block pictures will be interchangeable for the magazine or digital format that the ad is in. Hotel/Motel and Restaurant tax numbers continue to break records at \$78,709.89 and \$162,807.60 for December 2022 . The volleyball teams are still performing exceptionally well, and the restaurant tax shows it. The budget request is for 3.62% increase from last year and based on the performance of

the HMR tax that hopefully will be acceptable. 27.92% increase from last year. Randy stated that we must have funds to incentivize groups to host their events here that is the trend across the country. He also stated that was a good move to have the Cape Girardeau Convention and Visitors Bureau under the Chamber umbrella and works perfectly.

I need to contact Amanda so that Randy will have the information when his board assignment is up. He wants to remain a board member and will reapply. The chamber makes that appointment.

Meeting adjourned at 2:10 pm The next meeting of the board will be May 5th at 1:30 pm.

Everything is either an opportunity to grow or an obstacle to keep you from growing. You get to choose!



Cape Girardeau Convention & Visitors Bureau
Visitcape.com **573.335.1631**

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