



# City of Columbia, Missouri

## Meeting Minutes

### Convention and Visitors Advisory Board

---

Monday, October 28, 2019  
12:00 PM

300 S. Providence  
Road

---

#### I. CALL TO ORDER

Teri Weise, Board Chair, called the meeting to order at 12:05pm.

#### II. ROLL CALL & INTRODUCTIONS

Also present CVB Staff Amy Schneider and Julie Ausmus

**Present:** 9 - Joan Beard, Teri Weise, Barth Burgin, Heather Hargrove, Tim Hickman, Melody Marcks, Rusty Strodman, Tom Drury and Aric Jarvis

**Absent:** 2 - Scott Cristal and Donald Laird

#### III. APPROVAL OF AGENDA

Motion was made to move the Selection of the 2020 Board Chair and Vice Chair before the review of the Sports Development Application for the Norm Stewart Classic.

**Motion by Marcks. Second by Beard. Motion passed.**

#### IV. APPROVAL OF MINUTES

**Motion made by Jarvis to approve Minutes with one change to Roll Call showing Susan Bell absent. Second by Beard. Motion passed.**

#### V. OLD BUSINESS

There was no Old Business to discuss.

#### VI. NEW BUSINESS

##### Selection of 2020 Board Chair & Vice Chair

Ballots were cast for the 2020 Board Chair & Vice Chair. Heather Hartove was selected as Chair, and Barth Burgin was selected as Vice Chair.

##### Presentation and Voting on Sports Development Application for the Norm Stewart Classic: 48 Hours of Basketball

**Attachments:** [NORM STEWART CLASSIC Application.pdf](#)

Denny Hunt, President of the Missouri Basketball Coaches Association, Brad Hayes and Coach Norm Stewart presented a Sports Tourism Development Application for the 2019 Norm Stewart Classic. This event takes place December 7 & 8 at Mizzou Arena with 47 teams (boys & girls High School Varsity) playing 24 games continually for 48 hours. ESPN U will live stream the games.

**Motion by Hargrove to approve the request of \$10,000 for the FY2019 Norm Stewart Classic. Second by Strodman. Motion carried.**

### Review of FY2020 Signature Series Applications

The Tourism Development Signature Series applications were reviewed, discussed and scored to determine funding levels for FY2020.

The top three scoring events; True/False Film Fest, Show-Me STATE GAMES and Roots & Blues & BBQ Festival were recommended for \$12,500, and an additional \$7,500 for marketing purposes only. \$10,000 was recommended for Art in the Park, University Concert Series and We Always Swing Jazz Series.

**Motion made by Hargrove to fund True/False Film Fest, Show-Me STATE GAMES and Root & Blues & BBQ Festival at \$12,500 with an additional \$7,500 for marketing only and \$10,000 to Art in the Park, University Concert Series and We Always Swing Jazz Series. The 2020 post event reports should specifically detail how the additional \$7,500 marketing was spent. Strotzman seconded the motion. Motion carried.**

### VII. REPORTS

The October CVB Staff report was provided.

### VIII. NEXT MEETING DATE

November 25, 2019

### IX. ADJOURNMENT

The meeting was adjourned at 1:15pm.

**Motion to adjourn by Hargrove. Seconded by Hickman. Motion carried.**

Members of the public may attend any open meeting. For requests for accommodations related to disability, please call 573-874-CITY (573-874-2489) or email CITY@CoMo.gov. In order to assist staff in making the appropriate arrangements for your accommodation, please make your request as far in advance of the posted meeting date as possible.