



City of Columbia, Missouri

Meeting Minutes

Convention and Visitors Advisory Board

Monday, February 26, 2024
12:00 PM

300 S. Providence
Road-Thomas G.
Walton Bldg.

I. CALL TO ORDER

The meeting was called to order at 12:02 by Board Chair, Richard Walls.

II. ROLL CALL & INTRODUCTIONS

Present: 10 - Joan Beard, Barth Burgin, Melody Marcks, Rusty Strodman, Aric Jarvis, Donald Laird, Richard Walls, Lisa Plakorus, Raman Puri and Kristopher Kunz

Absent: 2 - Heather Hargrove and Scott Cristal

City staff present Amy Schneider, Julie Ausmus and Megan McConachie.

III. APPROVAL OF AGENDA

The agenda was approved as written.

Motion by Jarvis. Second by Strodman, Motion carried.

IV. APPROVAL OF MINUTES

Minutes were approved as written.

Motion by Jarvis. Second by Marcks. Motion carried.

V. OLD BUSINESS

Tourism Development Signature Series Application - 2024 Art in the Park

Kelsey Hammond, Columbia Art League Executive Director, presented a Tourism Development application requesting \$17,500 for the 2024 Art in the Park on June 8-9, 2024 at Stephens Lake Park. Tourism Development funds would be used to assist with regional and national advertising, music & entertainment, and creative space art installations.

This is the 66th year for Art in the Park. At this time there are approx. 196 vendors registered for 110 open spaces. In 2023 there was a record attendance with approximately 20,000 people up from the prior year of 14,000. The post event survey also had a great return response with 71 of 97 artists responding showing that 46% of artists stayed in area hotels for multiple days. The Maker's Tent was a new competent in 2023 and very successful for young and new artists to try out Art in the Park. They are able to use this free space for up to three years then are required to rent their own booth.

There were questions about marketing and maximum growth of the festival. The application was scored. A motion was made to fund the application at \$10,000. The motion was seconded and passed unanimously.

Motion by Marcks. Second by Strodman. Motion carried.

VI. NEW BUSINESS

None to discuss.

VII. REPORTS

February CVB Updates & Staff Report

The February CVB Staff Report was distributed.

Megan McConachie provided an update on the new CVB website. The CVB's creative marketing firm, Woodruff, is working with the city's I.T. department to complete the project. They have completed the discovery and design phase and are now in the development phase working through punchlists on the appearance and functionality of the site. Google API has been purchased and will be implemented so that any updates to listings can be done automatically instead of manually. The next step is testing and quality assurance before launching in April or May. The board will be notified when the new site is ready to launch.

Update Report from The District

There was no report to discuss.

Update Report from Boone County Commission

There was no report to discuss.

VIII. NEXT MEETING DATE

March 25, 2024

The next board meeting is Monday, March 25, 2024.

IX. ADJOURNMENT

Meeting was adjourned at 1:00pm.

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