



City of Columbia, Missouri

Meeting Minutes

Convention and Visitors Advisory Board

Monday, February 22, 2021
12:00 PM

Regular

300 S. Providence
Road

I. CALL TO ORDER

The meeting was called to order at 12:05pm by Board Chair, Heather Hargrove.

II. INTRODUCTIONS & ROLL CALL

Also present were Boone County Commissioner Justin Aldred and CVB staff Amy Schneider and Julie Ausmus.

Present: 10 - Joan Beard, Barth Burgin, Heather Hargrove, Tim Hickman, Melody Marcks, Rusty Strodman, Aric Jarvis, Scott Cristal, Donald Laird and Megan Zumbrunn

Excused: 1 - Bret Morrison

Absent: 1 - Eric Lawson

III. APPROVAL OF AGENDA

The agenda was changed to move the Art in the Park application before the AJGA application. The agenda was approved with this change.

Motion by Jarvis. Second by Cristal. Motion carried.

IV. APPROVAL OF MINUTES

The minutes were approved as written.

Motion by Laird. Second by Strodman. Motion carried.

V. OLD BUSINESS

There was no Old Business to discuss.

VI. NEW BUSINESS

Zach Franklin, CVB Sports Sales Supervisor, presented information on the American Junior Golf Association (AJGA) Missouri Open. The AJGA has presented a Sports Development application to the Columbia Sports Commission for their 2021 event to be held July 25-29. The commission has approved recommending \$15,000 in funding.

The AJGA Stan Utey and Mid-America Youth Golf Foundation Junior Championship is a five-day golf tournament that attracts the most elite players throughout the world, ages 12-19. The 2021 event will host approximately 78 who have gone through a competitive process to qualify. Funds raised from the tournament also go to a Columbia charity organization.

A motion was passed to approve the recommendation of the sports commission to fund this event at the requested amount of \$15,000.

Motion by Marcks. Second by Cristal. Motion carried unanimously.

Kelsey Hammond from the Columbia Art League (CAL), presented a Tourism Development Signature Series application requesting \$20,000 for the 2021 Art in the Park.

This is the 63rd year for the arts festival which will be held June 5-6 in Stephens Lake Park. Because of Covid-19 health restrictions it is unknown at this time the total capacity that will be allowed in the park for this event. There are currently 72 artists who have registered for a booth. Kelsey said they should have definite information on whether it is financially feasible to hold the event by the end of April.

The board voted to support the festival despite the smaller footprint. A motion was made to recommend \$10,000 in funding for marketing and entertainment, with the caveat that funds not be paid out until after April when it determined if the event will be held.

Motion by Jarvis. Second by Cristal. Motion carried.

VII. REPORTS

The February CVB Staff report was distributed and reviewed.

VIII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

IX. NEXT MEETING DATE

March 29, 2021

X. ADJOURNMENT

Meeting was adjourned at 1:05.

Motion by Jarvis. Second by Strodtman. Motion carried.

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