



City of Columbia, Missouri

Meeting Minutes

Convention and Visitors Advisory Board

Monday, October 28, 2024
12:00 PM

300 S. Providence
Road - Walton Building

I. CALL TO ORDER

Richard Walls, chair, called the meeting to order at 12:03 pm.

II. ROLL CALL & INTRODUCTIONS

Present: 9 - Barth Burgin, Heather Hargrove, Rusty Strodman, Aric Jarvis, Scott Cristal, Richard Walls, Kristopher Kunz, Jamie Varvaro and Lori Lammers

Excused: 3 - Melody Marcks, Donald Laird and Raman Puri

Convention and Visitor's Bureau (CVB) staff members Amy Schneider, Julie Ausmus, and Trevor Bradley were also present.

Members of the public included John Poses, representing the "We Always Swing" Jazz Series; Nickie Davis, representing The District; Justin Aldred, representing the Boone County Commission; Jeff Patrick, Dwain Roberts, Caroline Roberts, and Samantha Mullings, representing the Wingate Inn & Staybridge Suites hotel properties; and Anthony Barnett.

III. APPROVAL OF AGENDA

Jarvis motioned to approve the agenda, Cristal seconded. All in favor. Agenda approved as is.

IV. APPROVAL OF MINUTES

Revisions were made to the September Meeting Minutes prior to entertaining a motion to approve the minutes. Jarvis motioned to approve the revised September Meeting Minutes, Cristal seconded. All in favor. Minutes approved as is.

Attachments: [September 30, 2024 Meeting Minutes](#)

V. NEW BUSINESS

Attachments: [WASJ Signature Series application](#)

Jon Poses presented a Tourism Development Fund Signature Series Application to the board. The "We Always Swing" Jazz Series is requesting \$20,000 in funding to offset expenditures for its 2025 season. The 2025 "We Always Swing" Jazz Series is the 30th anniversary season. Funding of this season's series would support three (3) distinct events. The events include the Annual Dr. Carlos & Laura Perez-Mesa Memorial Concert

on March 20; the Bobby Watson Repertoire Retrospective - an International Jazz Day celebration with the 18-piece Columbia Jazz Orchestra, under the direction of Bobby Watson on April 30; and a signed poster exhibit: "1995/2025 - 'We Always Swing'" that will be on display and available for sale between April 12 and May 3.

Time was provided for members to review and score the application.

Hargrove made a motion to support funding the "We Always Swing" Jazz Series at a level of \$10,000; Strodtman seconded. Cristal abstained from voting due to personal reasons, and Jarvis abstained due to business interests. It was noted that the Jazz Series utilizes The Broadway as its host hotel. All other members voted in favor. Motion carried.

Consideration of a new hotel nuisance ordinance

Schneider sought input from the board on a potential new hotel nuisance ordinance. The primary goal of such an ordinance would be to reduce the negative impact that certain nuisance activities can have on local businesses, visitor experience, and the City in general. This will help to ensure that hotels are not only meeting minimum safety standards but also creating an environment that is conducive to a positive and peaceful stay for guests. The nuisance would target habitual issues, such as excessive noise, repeated incidents of criminal activity, and non-compliance with safety regulations.

Currently, the City has a Chronic Nuisance Property ordinance that targets nuisance activities at residential properties but does not specifically include hotels. A hotel specific nuisance ordinance or the expansion of the current ordinance to include hotels would help hold hotel ownership accountable by requiring corrective action. Failure to comply would lead to fines or suspension of business licenses in extreme cases. Ideally, the ordinance would provide a better path for implementation of corrective measures, connecting law enforcement with hotel management, and ensuring staff are properly trained to handle potential issues.

Schneider noted that St. Charles, Kansas City, and St. Louis all have ordinances in place that either specifically or more broadly target nuisances at hotel properties, which have worked to some effectiveness.

Patrick commented on repeated nuisances at a neighboring hotel property that are having a negative impact on the safety and overall experience of guests at the Wingate Inn, and he claimed that the new ordinance would allow corrective action from the top-down, rather than allowing the same violations to continue. Strodtman expressed concern that an ordinance specifically for hotels would not resolve the issue, when other businesses deal with the same nuisances. Hargrove questioned whether a new ordinance would truly be executed and enforced, as many of the current problems should be resolved without the ordinance, and she called on other City departments to step in and enforce consequences for violations. Jarvis expressed concern about the potential unintended consequence of punishing hotels that are attempting to comply with the inability of hotel staff to really solve the problem of individuals causing nuisances. Schneider will gather the board's questions and consult with relevant City staff and the City Manager, providing a report at the next board meeting. She clarified that her goal was to gather the board's input on whether the ordinance is necessary and should be forwarded to City staff for

further discussion.

VII. OLD BUSINESS

Update on the Convention Center Feasibility Study

Tyler Othen of CSL International virtually provided an update on the City's Convention Center Feasibility Study. CSL International completed surveys with event planners, including 40 interviews with state and regional associations representing more than 200 total events and 13 professional meeting planners representing more than 50 total events. Stakeholder feedback indicated a need for a large civic, multi-use convention facility with an attached hotel and that a public-private partnership (P3) is preferred. The consultants have analyzed Columbia's local market, including drive time accessibility, the local hotel and meeting space inventory, a local attractions inventory, and a visitor analysis. The consultants also analyzed competitive markets' event space inventory to best determine what sort of facility would be ideal in Columbia.

Over the next several weeks, CSL International will finalize a site evaluation, prepare a cost/benefit analysis, and complete a written report.

VI. REPORTS

October CVB Staff Report & Updates

Attachments: [BoardReport_October24.pdf](#)

The October CVB Staff Report was shared with board members for review.

Report from The District

Davis shared that The District has officially launched its new gift card program, which currently includes 53 local, downtown shops. The District gift cards are eligible for use at all participating shops. Davis also shared that many of the downtown businesses are beginning to set up their holiday displays.

Report from the Boone County Commission

Aldred provided an account of recent updates from the Boone County Commission. Boone County, in partnership with the City of Columbia, has released a comprehensive housing study that includes an examination of current housing trends, demands, and disparities throughout the City and County. The Boone County Commission has approved \$2.5 million in funding for a new childcare center for public safety workers. Aldred also shared that the Boone County Commission recently secured strong Aa1 and Aa2 credit ratings from Moody's Investor Service.

VIII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

There were no other comments.

IX. NEXT MEETING DATE

November 25, 2024

X. ADJOURNMENT

Jarvis made a motion to adjourn, Cristal seconded. All voted in favor of adjourning at 2:06 pm.

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