



City of Columbia, Missouri

Meeting Minutes

Convention and Visitors Advisory Board

Monday, March 27, 2023
12:00 PM

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

I. CALL TO ORDER

Meeting was called to order at 12:00pm by Board Chair, Aric Jarvis.

II. ROLL CALL & INTRODUCTIONS

Others present at the meeting were present Boone County Commissioner Justin Aldred, and CVB Staff Amy Schneider, Julie Ausmus, Zach Franklin and Adam Ziervogel.

Present: 11 - Joan Beard, Barth Burgin, Heather Hargrove, Melody Marcks, Rusty Strodman, Aric Jarvis, Scott Cristal, Donald Laird, Richard Walls, Lisa Plakorus and Raman Puri

Absent: 1 - Bret Morrison

III. APPROVAL OF AGENDA

Agenda was approved as written.

Motion by Cristal. Second by Strodman. Motion passed.

IV. APPROVAL OF MINUTES

Minutes of February 28, 2023

Minutes were approved with one suggested change related to the Tourism Development letter to Signature Series applicants stating that they need to provide all "required" information when submitting their applications.

Motion by Hargrove. Second by Walls. Motion passed.

V. OLD BUSINESS

There was no Old Business to discuss.

VI. NEW BUSINESS

There was no New Business to discuss.

VII. REPORTS

CVB March Board Report

The CVB March Board report was reviewed. Ms. Schneider shared information on the hotel pick-up report from the True/ False Film Fest as well as information on the city's Compensation & Class Study. She also said that work continues with the

CVB's creative agency, Woodruff, on updating the CVB's content. The city will assist with updates on the 'back-end'. The goal is to have the website updated by of the fiscal year.

The hotel tax revenue information was discussed.

Report from The District

Nickie Davis, Executive Director of the District, was unable to attend the meeting and provide a report.

Report from Boone County Commission

Boone County Commissioner, Justin Aldred shared information on the process for the distribution of the county's \$15m ARPA funds. The Commission has been reviewing applications received to date. The deadline to apply is March 31, 2023. Commissioner Aldred also provided a handout regarding the 3% sales tax on recreational marijuana use on the April 4th ballot. Mr. Aldred explained information from the state related to how the legislation would be implemented if approved by the voters. Funds from the tax would be earmarked for costs associated with the expungement of court records for individuals with charges related to marijuana possession. There are ongoing discussions and decisions that will need to be made on the process and how revenues will be used.

VIII. MOTION TO GO INTO CLOSED SESSION

Motion to move into closed session to discuss sealed bids and related documents, until the bids are opened; and sealed proposals and related documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected as authorized by Section 610.021(12) of the Revised Statutes of Missouri.

Motion was made to go into Closed Session.

Motion by Hargrove. Second by Walls. Motion passed.

IX. NEXT MEETING DATE

The next meeting is set for Monday, April 24, 2023.

April 24, 2023

X. ADJOURNMENT

Motion was made to adjourn at 12:40 p.m.

Motion by Hargrove. Second by Strodtman. Motion passed.

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.

USB DRIVES PROHIBITED: Due to cybersecurity concerns, flash drives and other media devices are no longer permitted for delivering files or presentation materials. A speaker who desires to display a presentation must upload the presentation, in advance, to the city network using an upload portal. To upload your files and learn more, visit CoMo.gov/upload. (Effective Jan. 1, 2023)