



City of Columbia, Missouri

Meeting Minutes

Convention and Visitors Advisory Board

Monday, May 22, 2023
12:00 PM

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

I. CALL TO ORDER

The meeting was called to order at 12:03 p.m. by Board Chair, Aric Jarvis.

II. ROLL CALL & INTRODUCTIONS

Boone County Commissioner, Justin Aldred was present, as well as CVB Staff Amy Schneider and Julie Ausmus.

Board Members:

Present: 8 - Melody Marcks, Rusty Strodtman, Aric Jarvis, Scott Cristal, Donald Laird, Richard Walls, Lisa Plakorus and Raman Puri

Absent: 4 - Joan Beard, Barth Burgin, Heather Hargrove and Bret Morrison

III. APPROVAL OF AGENDA

The agenda was approved as written.

Motion by Marcks. Second by Cristal. Motion carried.

IV. APPROVAL OF MINUTES

Minutes were approved as written.

Motion by Laird. Second by Strodtman. Motion carried.

Attachments: Meeting Minutes.April 24.2023.pdf

V. NEW BUSINESS

The board reviewed a Tourism Development application for the 2023 Show-Me STATE GAMES & Missouri Senior State Games presented by Dave Fox, SMSG Executive Director and Jessica Sida, Volunteer Coordinator. This will be the 39th year for the Games which will be held June 9-11, July 21-23 and July 28-30. There are over 14,000 athletes that complete during the summer games with an overall attendance of approximately 28,000. Tourism funds would be used to assist with the cost of site fees, medals, advertising and officials.

Mr. Fox discussed the increased costs of officials, lack of facilities and the community sponsorships that assist with making the Games successful. They have lost one major sponsor this year but are working diligently to secure additional sponsorships. SMSG is also working with several media outlets including the Missouri Division of Tourism who will include snippets of "Things to Do" in Columbia on radio spots during the games. Volunteers are also needed for all three weekends.

There is increased visitation during the Show-Me STATE GAMES and it has a positive

economic impact on Columbia. A motion was made to approve Tourism Development funding in the amount of \$20,000. The motion was seconded and passed unanimously.

Motion by Laird. Second by Cristal. Motion carried.

VI. OLD BUSINESS

None to discuss.

VII. REPORTS

May CVB Staff Report

The CVB Report was reviewed. The Juneteenth Parade will be held Saturday June 17th. CVB staff have been working with the organizers on parade logistics. If anyone is interested in volunteering, please let Amy know.

Megan Baum has been hired as our new Tourism Service Specialist. She will be part of the sales team working the Convention & Meeting market. Interviews for the Industry Relations, Sports Sales Specialist and the Sr. Administrative Assistant will start next week.

Public input meetings continue on the I-70/63 Enhancement project. Fundraising will start soon on this public/private beautification effort.

Updates to the CVB website continue including new visual components and style templates.

Update from The District

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

Update from Boone County Commission

The Boone County Commission is working on a new Master Land Use Plan, which was last updated 25 years ago. The year-long process will include public meetings, surveys, mailers, town hall meetings, as well as information on social media. There will be opportunities to everyone to provide input.

VIII. NEXT MEETING DATE

June 26, 2023

IX. ADJOURNMENT

Meeting adjourned at 1:05 p.m.

Motion by Walls. Second by Laird. Motion carried.

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