



City of Columbia, Missouri

Meeting Minutes

Columbia Sports Commission

Monday, June 27, 2022
12:00 PM

Joint Meeting with CVB Advisory Board

701 E. Broadway, City
Hall Conference Room
1A/B

I. CALL TO ORDER

Chair Arnold called the meeting of the Columbia Sports Commission to order at 12:04 pm.
The joint meeting was now in session.

II. ROLL CALL AND INTRODUCTIONS

- Present:** 8 - Julie Calfee, Zina Fudge, Carter Marcks, James Arnold, Susan Hart, Sarah Reesman, Jared Klarfeld and David Egan
- Excused:** 3 - Kathryn Fleming, Rodney Gray and Kristopher Kunz
- Non-Voting:** 3 - Amy Schneider, Aric Jarvis and Gabe Huffington

Convention and Visitor's Bureau (CVB) Advisory Board members present included Joan Beard, Richard Walls, Melody Marcks, Bret Morrison, Heather Hargrove, Scott Cristal, Aric Jarvis, Megan Zumbrunn, and Lisa Plakorus.

CVB staff members Adam Ziervogel, Zach Franklin, Julie Ausmus, Amy Jaco, Terra Crane, Beth Mead, Megan McConachie, Zachary Waller, and Amanda Willmeth were also present.

Joey Wilmes and Lucas Kroon of Columbia Parks and Recreation, Mike Griggs of the City of Columbia City Manager's Office, Matt McCormick of the Columbia Chamber of Commerce, Barbie Banks from True/False Film Fest, Glyn Laverick and Mark Kaman from The Tiger, a VOCO Hotel, Stacey Button from the City of Columbia Regional Economic Development Inc., and Nickie Davis of The District were also present.

III. APPROVAL OF AGENDA

Fudge motioned to approve the Sports Commission agenda. Calfee seconded.
Sports Commission agenda approved as is.

IV. APPROVAL OF MINUTES

Marks motioned to approve the Sports Commission agenda, Hart seconded.
Sports Commission minutes approved as is.

Attachments: [June Meeting Minutes](#)

V. SPECIAL ITEM

Presentation by CVB Strategic Plan Consultant

Dawn Prytz of Blue Elephant recently conducted a Destination Immersion Study, as well as a performance review analysis of the CVB as a destination marketing organization and how it compares to likewise organizations elsewhere. Dawn described her methodology, reviewed project goals, Columbia's tourism infrastructure, and shared the findings from stakeholder interviews and the overall research she completed.

The impression of Columbia was active, vibrant, easily accessible and easily navigated. While surrounded by the university, its welcoming to everyone, doesn't feel like a 'college town', and there are lots of locally owned shops and restaurants. It is walkable and well-signed. While there is an abundant of lodging more downtown lodging would make sense.

There were 29 industry partners/stakeholders interviewed and four key areas were reviewed: industry engagement, product development, advocacy and marketing and promotion. Many stakeholders commented that there was more to do in Columbia than thought, and it's more than just Mizzou. People are friendly, there is good energy, lots of outdoor recreation/activities, great downtown and a diverse/variety of things to do. There were negative comments that Columbia's interchanges are not pretty, and there are limited options to business travelers. Columbia's Tourism assets are outdoorrec/trails/parks; accessibility, colleges, festivals/events; sports tourism/facilities. What is missing are youth/family attractions; sports facilities; a signature attraction; and a larger convention center with hotel. Dawn said Columbia could attract more visitors by targeting the leisure, meetings and sports markets. We should look at what makes sense as a destination based on infrastructure and what is best for growth.

The CVB role in the community is to be an economic driver; enhancing quality of life; and marketing, with an engaged board. Dawn reviewed what the CVB does well and suggestions for areas of improvement, including ways to grow tourism. Moving forward Dawn said her study showed that stakeholders feel Columbia should look at ways to attain more mixed use space, a convention center, amphitheater, amusement park, waterpark, or an aquatic center. We need to come together and decide what makes sense as a destination moving forward. She also noted that a new tourism website for the CVB is essential.

Dawn reviewed the allocation of the lodging tax, the breakdown of hotel occupancy, ADR and RevPar and then reviewed strengths and opportunities for growth in leisure, convention & meetings and sports tourism. The strategic recommendations included diversifying the visitor base, broadening university relations, refine marketing; product

development; increase advocacy and industry engagement. Dawn also recommended refining our marketing to make sure we are communicating tactics and successes. She reviewed product development, attraction development, tourism event development, advocacy and industry engagement. (The complete Powerpoint presentation will be emailed to all CVB Board members, Sports Commission members and participating stakeholders.)

VI. OLD BUSINESS

None to discuss

VII. NEW BUSINESS

None to discuss

VIII. REPORTS

Attachments: [Sports Commission Report - June joint meeting](#)

Sports Commission Report was handed out.

IX. NEXT MEETING DATE

August 11 2022

X. ADJOURNMENT

Hart motioned to adjourn the Sports Commission Meeting. Fudge seconded. Joint meeting adjourned at 1:19pm.

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.