

Meeting Notes: Columbia Tourism Advisory Committee Meeting
June 27, 2019 @ 9:00 am
Columbia City Hall First Floor Conference Room

Tourism Advisory Committee (TAC) Board Members in Attendance: Chair Pro Tem Kenny Schmidt, Susan Kropp; Bob Freyman, Candace Shepard

Tourism Advisory Committee (TAC) Board Members Not in Attendance: Jill Bauer, Amy French, Kip Quevereaux

Also present: Sue Spargo, City Staff

I. Call Meeting to Order/Introductions

Mrs. Spargo called the meeting to order @ 9:01 am.

II. Review/approve minutes from 05/09/2018 meeting

Mr. Freyman moved to approve the minutes, Mr. Schmidt seconded and the motion was approved to accept the minutes from the Tourism Advisory Committee meeting on November 29, 2018.

III. New business

A. Update on Hotel Business

i. Business Travel

Mrs. Kropp, hotel manager, noted that there has not been a salesperson working for the Hampton to solicit new business since November, 2018. She also noted that there is availability to sell additional rooms during the Monday-Thursday time frame.

- a. Several rooms were sold to businesses doing work in town as a result of the flooding.
- b. Maverick Technologies housed their new hires and interns at the hotel during their training and orientation in June.
- c. Sun Basket is leaving its Valmeyer location, which could negatively affect the hotel on a small scale.

ii. Leisure Travel

a. Group

A Jehovah's Witness Convention will take place in St. Louis August 15 – 18. Forty rooms have been sold at the Columbia Hampton.

b. Individual

Room sales to vacationing families have increased due to the summer months. Room sales also increased due to the Stanley Cup playoffs and continue to be sold to Cardinals baseball fans.

c. Events

Weddings at the Fall's, Turner and Main Street Abbey play a large role in weekend sales of rooms.

iii. Hotel Remodel

- a. Remodeling will begin the first Monday in November.
- b. One floor will be remodeled at a time, starting with the 3rd floor.
- c. Approximately 35 rooms will be unavailable at a time during the remodel
- d. The Fall's has reserved a block of 40 rooms for their New Year's Eve event. All other rooms will be unavailable that night due to the remodel.

B. FY '19-20 Tourism Budget

Mrs. Spargo advised the committee of the Tourism Budget for FY '19-20 which is \$28,500.

C. Distribution of Funds

After the discussion of current hotel business, the committee reviewed the distribution of funds for the FY'18-19 budget year and determined distribution amounts for FY '19/20. See attached.

IV. Next meeting date and topics

Next meeting date and time TBD on an as needed basis.

V. Meeting was adjourned at 10:10 a.m.

020-45920 Tourism Expense FY19/20 Budget Distribution: \$28,500		
	FY 19/20	Detail
DETAIL		
KCT Promotion	\$ 2,500.00	
Fort Piggot Signage		\$ 1,500.00
Membership Dues		\$ 1,000.00
Bridal Advertising	\$ 4,000.00	
The Falls - Wedding Wire/Bride & Groom		\$ 2,000.00
Main Street Abbey		\$ 2,000.00
Event Space Incentive	\$ 8,000.00	
The Falls		\$ 5,000.00
Turner Hall		\$ 1,000.00
American Legion - (Possible venue video)		\$ 1,000.00
Main Street Abbey		\$ 1,000.00
Tourism Bureau Membership (Ruby Level)	\$ 2,500.00	\$ 2,500.00
Tourism Bureau Advertising	\$ 1,600.00	
Visitor's Guide		\$ 1,600.00
Social Media Advertising	\$ 3,500.00	
S4S		\$ 1,000.00
Main St. Events		\$ 200.00
-Witches		
Honor-Que		\$ 1,000.00
Weddings		
-Summer		\$ 325.00
-November		\$ 325.00
-December		\$ 325.00
-February		\$ 325.00
Tourism Conference	\$ 1,000.00	\$ 1,000.00
Main Street Membership	\$ 100.00	\$ 100.00
Restaurant Coupon Book - Hampton Inn Customers	\$ 400.00	\$ 400.00
Main Street Conference	\$ 1,000.00	\$ 1,000.00
Main Street Events	\$ 500.00	

Kevvy Kev DJ for egg hunt		\$ 300.00
Witches Shuttle/VIP/Special Room Rate		\$ 200.00
Other - Columbia Tourism Video		
Other	\$ 3,400.00	\$ 3,400.00
Total	\$ 28,500.00	\$ 28,500.00