City of Columbia, Missouri

Meeting Minutes

City Council

Monday, July 3, 2017 6:00 PM	Pre-Council	Conference Room 1A/1B Columbia City Hall 701 E. Broadway

I. CALL TO ORDER

Mayor Treece called the meeting to order at approximately 6:02 pm.

Mr. Ruffin arrived at approximately 6:15 pm.

Present: 6 - Ruffin, Trapp, Thomas, Treece, Skala, and PItzer

Absent: 1 - Peters

Medical Tourism Update

Attachments: Medical Tourism Presentation

Amy Schneider, Director of the Convention and Visitors Bureau reviewed the Task Force outcomes which include: focusing on a 25-county catchment area for patients; education and marketing; funding to ensure equity; marketing services; and web portal for services. The next step for the Task Force was an environmental scan which included a survey to medical providers and hospitality partners to see what services are provided. She noted that the survey response rate was low, but reviewed some of these findings which include visitor guides, maps, guest assistance and other services.

Ms. Schneider reviewed options moving forward. One recommendation is to assemble a marketing plan and portal for people traveling to Columbia for medical treatment using existing partner and Columbia hotels. The Task Force was not sure of available funding for this recommendation and it is unclear who would manage the projects and what the success measures would be. The group felt that only larger medical providers would likely participate, leaving out smaller providers. Another recommendation was to have a third party analysis from an outside expert which would conduct a feasibility study regarding having Columbia as a medical destination. This would be a transparent process with public input, outline future actions, will consider more than marketing in a more thorough analysis and may allow for a more comprehensive approach and recommendations.

Ms. Schneider asked for direction from the Council on the best next steps. Mayor Treece asked if this effort is within the mission of the Convention and Visitors Bureau. Ms. Schneider felt that it is since it brings in more people to the town, just in a new market than they currently work with. Mayor Treece explained that there are many people that come to Columbia for a diagnosis, but go elsewhere for care. He felt that it would be worth reaching out to try to keep more patients here for care as well. Ms. Schneider agreed and felt that there would be good ways to measure that if they take this on. A feasibility study may be done in a more comprehensive way to lay out benchmarks and some of those organizations could also lay out a portal, marketing campaign and more of a complete facilitation and cultivation approach. Council Member Skala asked if

transportation discussions have been included in this analysis. Ms. Schneider stated that it should be considered, but it was not included thus far. Mayor Treece felt that the Task Force did good work and the continuation of this to the next phase could be moved forward with the collaboration of some of the local partners and continued outside of the Task Force group. Council Member Pitzer asked if this is the most attractive new market for the CVB to put their efforts into. Ms. Schneider felt that it is since there is a lot of untapped potential in this market that includes more than just patients, but also conferences, etc. Ms. Schneider will contact the Task Force members to form a committee with with CVB to work to move forward with an RFQ to see what the potential is. If a third party is found to be the best resource for guidance, she will likely push for that approach. Council Member Trapp suggested a public meeting to vet the RFQ.

Vision Commission Discussion

City Manager Matthes explained that many years ago the Vision Commission was established before the time where we had a strategic plan. They produced a large set of recommendations that were very comprehensive. That work is largely accomplished and we now do strategic planning, so the Vision Commission is now wrestling with what a new scope of work might be.

Toni Messina, staff liaison, explained that they currently have a full commission of 9 members. The commission submitted its final report on its original mission in November 2016 and they have been discussing next steps since then. She introduced some of the members in attendance. Chair Lisa Weaver explained that the current members are very impressed and supportive of the current strategic plan and felt that they could serve as an earpiece to the community on the strategic plan and getting feedback on initiatives and data occurring in the strategic plan. They could collect and analyze the data to see what responses and feedback comes to the surface as we begin to look at creating our next plan. If done well, this process would create a network to be heard in a two-way communication method. Council Member Thomas liked the idea and asked for more detail on the role they might perform with the goals and strategies and how data would be collected, etc. Ms. Weaver replied that the commission did a media survey and had a re-visioning process as well during their previous work. That data was collated and reviewed to update older strategies and goals. Mr. Thomas felt that the 2016-2019 Strategic Plan has taken the place of the previous vision document. We are halfway through that plan and it's time to start looking at how we have progressed on goals and how we want that plan to evolve. This commission has a lot of energy and interest in doing this and he supports this suggestion. There was a general consensus of support for this among the Council. Mr. Thomas felt that since Ms. Messina is already doing a lot of work on measuring the progress and success of our strategic plan, it would be beneficial to have another entity providing great assistance in that effort.

Mr. Matthes added that staff and the Vision Commission will work to refresh the language on the code regarding the scope of work and that will come back to Council for approval. We will also remove the reference to the Vision Report on council memos. The Vision Commission may also be tasked with looking at all of the City plans including the Comprehensive Plan, as we begin to think about the next Strategic Plan.

II. ALL OTHER ITEMS THE COUNCIL MAY WISH TO DISCUSS

None.

III. ADJOURNMENT

The meeting adjourned at approximately 6:50 pm.