

Warrensburg Convention & Visitors Bureau
Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
February 8, 2018 | 4:30 PM

Call to Order

Roll Call

Adopt Agenda

Minutes of Previous Meeting: Sept. 7, 2017 and Jan. 18, 2018

Financial Report

Order of Business:

- a. View Redesigned WCVB Website

Director Report

Miscellaneous Items

Public Comment

Closed Session

Vote to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri relating to:

- (12) Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.

Upcoming Meeting(s):

WCVB Meeting: 4 p.m., Thursday, March 8



Warrensburg Convention and Visitors Bureau Agenda

CLOSED MEETING February 8, 2018 Immediately Following Regular Meeting at 4:30 p.m.

The Warrensburg Convention and Visitors Bureau will meet in the Council Chambers-Municipal Building, 200 S. Holden, Warrensburg.

Call to Order

Roll Call

Vote to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri relating to:

- (12) Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.



Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Building-Council Chambers, 200 S Holden Street

Sept. 7 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Sept. 7 at 4:10 p.m. at the Municipal Center, 200 S. Holden, with President Sandy Irle presiding. Roll was called as follows: Present were: Kirsti Brunsvold, Rhonda Gelbach, Cliff Gower Sandy Irle, Tammy Leavy, and ex-officio members: Danielle Johnston, Dodee Matthews and Harold Stewart. Absent: Don Butterfield.

The adoption of the agenda was considered. Brunsvold made a motion to adopt the agenda. The motion was second by Leavy. Passed unanimously.

Minutes of the Aug. 24 WCVB meeting were considered. Brunsvold made a motion to approve the minutes of the Aug. 24 meeting. The motion was second by Leavy. Passed unanimously.

Financial report provided by the WCVB Director. There have been minor revisions made since the prior financial report on Aug. 24.

Fiscal Year 2017 Amended Budget and Fiscal Year 2018 Budget were presented for discussion by the WCVB Director. Director noted revisions made to 2018 Budget presented at the WCVB meeting on Aug. 24. Website project expenditures will exceed the original amount budgeted of \$2,700. Lodging tax is conservatively projected to increase 5% from 2017. Total expense remained the same at \$120,823. The projected cash balance at Sept. 30, 2018 is \$158,257.

REVISIONS

| Account | | Revised Amount | Change |
|--------------|----------------|----------------|-------------------|
| 830-611-4117 | Food | \$300 | Decreased \$46 |
| 830-611-5402 | Mileage | \$2,230 | Decreased \$200 |
| 830-611-5601 | Advertising | \$23,017 | Decreased \$5,050 |
| 830-611-5602 | Postage | \$346 | Increased \$246 |
| 830-611-5699 | Comm. Non-Cat. | \$7,750 | Increased \$5,050 |

Gelbach made the motion to approve the FY 2017 Amended Budget and FY 2018 Budget as presented. The motion was second by Gower. Passed unanimously.

The WCVB Director presented a cost comparison spreadsheet for the website redesign project. The prior WCVB Director had acquired informal proposals in late 2016 and early 2017 from Saffire, Destination Toolbox, and Bar-Z. The informal proposal method used was approved by the City's Finance Director Matthew Lue. A grant application was submitted and approved by the Missouri Division of Tourism. The grant application noted Saffire as the project's vendor. If the WCVB Board used a vendor other than Saffire, or the grant was not completed prior to June 2018, the grant must be returned. As per the Missouri Division of Tourism manager, returning the grant would not impact future grant opportunities with the Missouri Division of Tourism.

WCVB was approved to use Civic Plus's proposal to the City of Warrensburg for the city's website redesign project. Civic Plus would design a unique website that would incorporate the WCVB's branding. Over a period of three years, Civic Plus's proposal including training would be \$2,550 lower than Saffire. Bar-Z's proposal did not include design - design is billed per hour. Bar-Z's package without design and Destination Toolbox's proposal were higher than Civic Plus's proposal that included design.



The current WCVB website uses Mo Pro. It is difficult to make revisions on the current site as technical assistance is not available.

Brunsvold made a motion WCVB enters an agreement with Civic Plus, including training if applicable, for website redesign and hosting. The motion was seconded by Leavy. Passed by unanimously. The \$3,000 grant will be returned to the Missouri Division of Tourism.

The contract for services between the WCVB and City of Warrensburg was discussed. The contract is on the Sept. 25 Council Agenda. The City has no revisions as of the date of the WCVB meeting as per City Manager Harold Stewart. Stewart was asked to clarify the differences of the WCVB Board and other City boards. The contract verbiage for items four and seven were discussed. Stewart stated the verbiage for seven is common language in all City agreements. The board noted the importance of following the contract to keep a positive relationship with the City. Irle noted the dates included in the contract provided would be revised to reflect the 2017-2018 contract period.

Gelbach made a motion the WCVB renews the contract with the City of Warrensburg effective Oct. 1, 2017 and Sept. 30, 2018. The dates will be reflected on the contract accordingly. The motion was second by Gower. Passed unanimously.

The WCVB Board currently has members serving whose term has expired. Pending approval of the ordinance to revise the number of voting board members by the City Council on Sept. 11, the board has one vacancy. All board members were provided a copy of the City Board Application. Board members whose term has expired were asked to submit the required application by Monday, Oct. 2. The board was encouraged to spread the word to others who may be interested in serving. A news release will be distributed to the local media.

Current WCVB Board:

Gower exp. 2016

Leavy exp. 2016

Gelbach exp. 2017

Irle exp. 2017

Butterfield exp. 2018

Brunsvold exp. 2019

Vacant Board Member

Irle discussed the need for two committees-tourism and grant selection. Board members were asked to volunteer to serve on the committees. Tourism committee will be Gelbach, Gower and Irle. Grant committee will be Brunsvold, Leavy and possibly Butterfield. Irle will contact Butterfield to verify.

Directors report was presented.

Stewart discussed the City's rules on food trucks. Food trucks can operate in the city. Individuals from the Inclusive Park Committee are researching the possibility of hosting a festival fundraiser on Oct. 28.

Gelbach moved to adjourn the meeting. The motion was second by Leavy. Passed unanimously.



Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

Jan. 18, 2018 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, Jan. 18 at 4:06 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, with Vice President Cliff Gower presiding. Roll was called as follows: Present were: Don Butterfield, Kirsti Brunsvold, Cliff Gower, Tammy Leavy, Tom Koenigsfeld, and ex-officio members: Harold Stewart and Danielle Fesler. Absent: Rhonda Gelbach and Sandra Irlie; and ex-officio member Danielle Johnston.

The adoption of the agenda was considered. Butterfield made a motion to adopt the agenda. The motion was second by Koenigsfeld. Motion passed.

Minutes of the Nov. 9, 2017 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes. The motion was second by Leavy. Abstained: Brunsvold. The motion passed.

Financial report provided by the WCVB Director.

The WCVB director provided an update on the WCVB Community Grant including a summary of the grant's communication plan. Based on the interest expressed by possible by new applicants, the communication plan was successful in generating awareness of the grant. The application deadline is Tuesday, Jan. 30. The board will receive the Grant Committee's recommendations at the Thursday, Feb. 8 meeting.

The WCVB director provided a status update on the WCVB website redesign project. The launch is scheduled for the first of February. The project came in \$600 less than budgeted, even with a 4-hour web training included.

The Highway 13 Corridor Coalition website project update was provided by the WCVB director. The director was recently given access to add/revise Johnson County's information on the site. The Coalition is working toward a March 1 launch.

The WCVB director announced the attraction map being produced by Spring Hill Press is on schedule, tentatively receive in early March. We've received a limited number of contacts from businesses regarding the ads being sold by Spring Hill Press. The WCVB will receive 10,000 maps for distribution at no cost.

Kerley Copy Center submitted the lowest quote for the 2018 visitor's guide (\$810). Kerley's quote included six hours of design time. Lettercraft LLC and Vista Print submitted quotes. The guide will be a six-panel full color brochure. The goal is to have the piece in distribution in March.

Directors report was presented.

- 2017 MMG Grant First Quarter Reimbursement check was deposited. MDT has advised they will use 2017 numbers when allocating for the 2018 MMG grant.
- A meeting is being scheduled to discuss holiday lights with the stakeholder. An update will be provided at the February meeting.
- Outreach is being done with event coordinators and groups coming to the area in 2018.



A thank you from the Little Gift Shop on the Hill was distributed. The gift shop was in the WCVB office during Dicken's Christmas.

Koeingsfeld moved to adjourn the meeting. The motion was second by Butterfield. Motion passed.

DRAFT



CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

Feb 8, 2018

WCVB Community Grant

The communication plan for the WCVB Community Grant was effective. Two news releases were sent out to local media from November-January. KOKO 1450 AM, 98.5 FM The Bar, the Chamber Flash and The Daily Star Journal ran the release consistently from the release through the deadline, Jan. 30. The Daily Star Journal highlighted the grant online in January. It was posted numerous times on the WCVB Facebook page and shared with other groups such as the Local Organization Committee. A letter and informational sheet was mailed to past recipients and event venues in November and past recipients were contacted again the first week of January.

Eight applications were received-four new applicants and four past recipients.

WCVB Website Redesign

The website design project launched Monday, Feb 5. We will continue to update the site.

During the February board meeting, we will view.

We have a maintenance plan to ensure we have correct information available for our viewer. An audit report will be run monthly to alert us of broken links, etc.

MO Hwy 13 Corridor Coalition

As per the MO Hwy 13 Corridor Coalition, the tourism website **mohwy13.com** will launch March 1. We will begin inputting Johnson County information after the WCVB website redesign project has been completed.

Visitor's Guide

The visitor's guide is in production. Kerley Copy Center will print the six-panel, full-color brochure. The goal is to have the guide in distribution in March.

Lodging E-Newsletter

Due to WCVB signing up for annual services in January, we were eligible for Constant Contact to design a template for the lodging newsletter for free. They will use the branding on the redesigned website to create the template. We saved 50% off the cost of the first two months and 30% off overall. Total cost of the annual service was \$330.75.

The first lodging e-newsletter will be distributed once the design is received. The goal is to open the line of communication with the lodging establishments and update them on WCVB news and upcoming events/groups visiting the area.

Upcoming Groups Visiting Warrensburg

Retired Railroaders, Feb. 8 and Feb. 24

Missouri Beekeepers Association, March 2-3

Children's Literature Festival, March 18-20

Wyoming Attendees to the Main Street Conference, March 23

Stealth Con, April 7

Blaine Whitworth Go Big or Go Home 5K, April 7

MIAA Baseball Tournament, May 9-13

Upcoming Meetings/Conferences

Hwy 13 Corridor Coalition, Feb. 12

City Council Meeting, Feb. 12

Main Street Promotion, Feb. 14

Economic Development Coordinating Board, Feb. 15

Capitol Days for Tourism, Feb. 21-22, Jefferson City

FINANCIAL REPORT*

FEBRUARY 2018

| | CURRENT | DISBURSED | FY18 Budget |
|----------------------|--------------|--------------|--------------|
| SALARIES & WAGES | \$ 34,963.92 | \$ 13,036.08 | \$ 48,000.00 |
| EMPLOYEE TAXES | \$ 2,676.40 | \$ 995.60 | \$ 3,672.00 |
| RETIREMENT | \$ 2,191.75 | \$ 784.25 | \$ 2,976.00 |
| EMPLOYEE INSURANCE | \$ 5,978.35 | \$ 1,864.65 | \$ 7,843.00 |
| WORKERS COMPENSATION | \$ 102.63 | \$ 27.37 | \$ 130.00 |

| | | | |
|---------------------------|---------------------|---------------------|----------------------|
| PROGRAM & OTHER SUPPLIES | \$ 1,538.13 | \$ 411.87 | \$ 1,950.00 |
| CELL PHONE | \$ 1,180.67 | \$ 199.33 | \$ 1,380.00 |
| OUTSIDE SERVICES | \$ 1,075.00 | \$ 25.00 | \$ 1,100.00 |
| INSURANCE | \$ (25.00) | \$ 1,603.00 | \$ 1,578.00 |
| TRAINING & TRAVEL | \$ 8,910.74 | \$ 244.26 | \$ 9,155.00 |
| DUES & MEMBERSHIPS | \$ 1,571.00 | \$ 575.00 | \$ 2,146.00 |
| MARKETING & COMMUNICATION | \$ 16,143.15 | \$ 17,472.85 | \$ 33,616.00 |
| OTHER | \$ 280.00 | | \$ 280.00 |
| CAPITAL - EQUIPMENT | \$ - | | \$ - |
| GRANT PROGRAM | \$ 7,000.00 | | \$ 7,000.00 |
| TOTALS | \$ 83,586.74 | \$ 37,239.26 | \$ 120,826.00 |

*As of Feb. 5, 2018

