

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

Call to Order

Roll Call

Adopt Agenda

Minutes of Previous Meeting: Jan. 18, 2018 and Feb. 8, 2018

Financial Report

Order of Business:

- a. WCVB Grant Name Change
- b. Office Location Discussion
- c. Downtown Holiday Lights Report
- d. 2018-19 Photography Services

Director Report

Miscellaneous Items

Appearances by the Public

Adjournment



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 Irlle; 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



Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

Feb. 8, 2018 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, Feb. 8 at 4:39 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, with President Sandra Irle presiding. Roll was called as follows: Present were: Kirsti Brunsvold, Cliff Gower, Tammy Leavy, Sandra Irle and ex-officio members: Harold Stewart and Danielle Fesler. Absent: Don Butterfield, Rhonda Gelbach and Tom Koenigseld; and ex-officio member Danielle Johnston.

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

Minutes of the Sept. 7, 2017 WCVB meeting were considered. Gower made a motion to approve the meeting minutes. The motion was second by Leavy. The motion passed.

Minutes of the Jan. 11, 2018 WCVB meeting were not considered due to a lack of quorum able to approve. The minutes will be presented for approval at the March 8, 2018 meeting.

Financial report provided by the WCVB Director. Due to the meeting date falling early in the month, the January personnel expenses had not been posted. They will be reflected in the financial report presented in March.

The redesigned WCVB website was viewed and discussed. The photography used on the site was discussed resulting in the board requesting proposals for photography services be obtained. The expense for obtaining the services would need to be included in the 2018-2019 budget.

Gower moved 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.

Yes: Brunsvold, Gower, Irle, Leavy



FINANCIAL REPORT*
MARCH 2018

	CURRENT	DISBURSED	FY18 Budget
SALARIES & WAGES	\$ 27,466.32	\$ 20,533.68	\$ 48,000.00
EMPLOYEE TAXES	\$ 2,110.06	\$ 1,561.94	\$ 3,672.00
RETIREMENT	\$ 1,726.91	\$ 1,249.09	\$ 2,976.00
EMPLOYEE INSURANCE	\$ 4,762.73	\$ 3,080.27	\$ 7,843.00
WORKERS COMPENSATION	\$ 86.89	\$ 43.11	\$ 130.00

PROGRAM & OTHER SUPPLIES	\$ 1,352.15	\$ 597.85	\$ 1,950.00
CELL PHONE	\$ 1,169.89	\$ 210.11	\$ 1,380.00
OUTSIDE SERVICES	\$ 1,075.00	\$ 25.00	\$ 1,100.00
INSURANCE	\$ (25.00)	\$ 1,603.00	\$ 1,578.00
TRAINING & TRAVEL	\$ 8,840.74	\$ 314.26	\$ 9,155.00
DUES & MEMBERSHIPS	\$ 1,571.00	\$ 575.00	\$ 2,146.00
MARKETING & COMMUNICATION	\$ 15,931.64	\$ 17,684.36	\$ 33,616.00
OTHER	\$ 280.00		\$ 280.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 7,000.00		\$ 7,000.00
TOTALS	\$ 73,348.33	\$ 47,477.67	\$ 120,826.00

39.29%
0.33

*As of March 2, 2018

Downtown Lighting Summary

Snowflake Project

*Working with Premier Lighting

Installation: \$2,575

3' snowflakes for downtown-incandescent

Quantity: 50

Cost: \$10,950

3' snowflakes for downtown-LED

Quantity: 50

Cost: \$13,125

5' snowflakes throughout Warrensburg-incandescent

Quantity: 37

Cost: \$10,730

5' snowflakes throughout Warrensburg-LED

Quantity: 37

Cost: \$14,485

Estimate: **\$21,680-87 incandescent snowflakes and installation**

\$27,610-87 LED snowflakes and installation

Manneco

Light exterior buildings downtown

\$6-7 per foot-if installed during the summer

Estimate: Using Premier Lawn and Lighting measurement of 4,920 feet the estimate from Manneco would be **\$29,520-\$34,400**.

Premier Lighting

Light exterior buildings downtown

Estimate: **\$40,525 first year; \$14,105 for 2019 installation and removal.**

DRAFT
Request for Proposals



**Photography Services for
Warrensburg Convention and Visitors Bureau**

Issue Date: July 1, 2018

Due Date: July 27, 2018 3 P.M.

Submit proposals marked with "WCVB PHOTOGRAPHY SERVICES" to:

**City of Warrensburg
Attention: Cindy Gabel, City Clerk
102 South Holden Street
Warrensburg, Missouri 64093
660-747-9131**

INTENT OF SERVICE

The Warrensburg Convention and Visitors Bureau is requesting proposals for photography services. The WCVB is seeking to build a stock of editorial style photos of Warrensburg for use in marketing materials. Photos will be used for the website, email newsletters, social media, billboards, ads, event promotion, marketing collateral, etc. The services will begin October 1, 2018 and conclude no later than September 30, 2019.

BACKGROUND AND OVERVIEW

WCVB wants to give visitors a reason to stop and enjoy the Warrensburg community. WCVB actively seeks to promote tourism through print advertising, billboards, social media, and supporting local events which draw visitors from outside Warrensburg.

For more information regarding the WCVB, please visit visitwarrensburg.com or [facebook.com/visitwarrensburg](https://www.facebook.com/visitwarrensburg).

SCOPE OF WORK

The scope of work will include but is not limited to exterior and interior images of Warrensburg lodging establishments, restaurants, retail store and attractions, local art displays and exhibits, still and action shots of individuals participating in activities, broad coverage of community events and food images from local restaurants. All 250 photos must be submitted to the WCVB prior to September 1, 2019, if an extension is needed it must be approved by WCVB staff at least 10 days prior to September 1, 2019.

100-high resolution photos to be taken at various locations in Warrensburg.

Locations include, but are not limited to, the following:

- Historic Downtown Warrensburg
- Johnson County Historical Complex-Old Courthouse, One-Room Schoolhouse
- Pertle Springs
- Golf Courses-Mules National Golf Course and Hidden Pines Country Club
- Retrograde Video Game and Toy Museum
- Warrenburg Parks and Recreation Facilities-Community Center, Nassif Aquatic Center and up to three parks
- Exterior of Lodging Establishments
- UCM Art Gallery

150-high resolution photos to be taken at various events in Warrensburg.

The photo shoots will be coordinated in advance with WVCB staff; typically, with a two-week notice. The events will occur within October 2018-September 2019. There will be occasional weekend or evening work to cover the events. There will be a minimum of four events up to a maximum of seven.

The event photos must be submitted to the WCVB within 30 days of the event.

Applicants must have at least one-year experience as an established photographer and be licensed in the City of Warrensburg.

Photographer must supply all equipment necessary to complete the photo shoot-indoors and outdoors. The WCVB will not be responsible for equipment needs.

The WCVB phot release is required on all images of people used in WCVB marketing. The photographer will attest these are completed from all persons appearing in the images for WCVB.

COPYRIGHT

WCVB retains the right to alter any final images to meet needs of size, resolution or crop ratio as required by applications and uses.

Credit will not be given to the photographer awarded either through captioning or by using a watermark signature on the final images. The WCVB will own the rights to all photographs for this project upon completion.

PROPOSAL

Proposal must include the following:

1. Contact information
 - a. First and Last Name
 - b. Business Name (if applicable)
 - c. Phone Number
 - d. Email
 - e. Website (if applicable)
2. Portfolio of work: portfolio website and/or digital portfolio containing no more than 30 samples of relevant work.
3. Explanation of your experience with editorial style photography; not to exceed 300 words. Please list a minimum of three relevant clients.
4. Explanation of your familiarity with Warrensburg; not to exceed 300 words.
5. Explanation of why you want this assignment; not to exceed 150 words.
6. Fee proposal; desired compensation for completion of the product as per the specifications outlined in the Scope of Work.

Responses that do not include any of the above mentioned items may be deemed non-responsive and eliminated from consideration.

Due Date: Proposals must be submitted by 3 p.m. on Friday, July 27, 2018.

Submit proposals marked with "WCVB PHOTOGRAPHY SERVICES" to:

City of Warrensburg

Attention: Cindy Gabel, City Clerk

102 South Holden Street

Warrensburg, Missouri 64093

660-747-9131

BID EVALUATION CRITERIA

The WCVB Board will conduct an evaluation of the proposals. Cost, although always a factor, shall not be the deciding factor. The decision of the board will be considered final. All services requested under this RFP must be addressed for any proposal to be considered. Proposals should explain clearly and completely the qualifications and experience of the responding individual, company, organization etc. as they pertain specifically to the services outlined in this RFP.

QUESTIONS CONCERNING THE PROPOSAL

All questions regarding this RFP should be addressed to:

Marcy Bryant, WCVB Tourism Director

marcy.bryant@warrensburg-mo.com

660-262-4611

Questions must be submitted at least five business days prior to the RFP submission deadline.

PAYMENT

Payment not to exceed the amount stated in the Fee Proposal. Payment will be issued within 30 days from the receipt of an invoice. All photos must be delivered to the WCVB prior to the invoice being submitted.

NOTICE TO CANDIDATES

This Request for Proposal does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of WCVB.

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

March 2018

WCVB Community Grant

A notification letter and email was sent to all the applicants. Those chosen for a grant received clear instructions on the process they must complete to receive the grant. All applicants received a list of marketing opportunities within the state of Missouri and locally.

The amount budgeted for the grant program in our 17-18 budget was \$7,000. The amount awarded was \$4,350. There will be an application review in July. Applications will be due Friday, June 29. The communication plan similar to the one used for the Jan. 30 application deadline will start in April.

MO Hwy 13 Corridor Coalition

The tourism website **mohwy13.com** launched Feb. 28. Johnson County information is ready for inputting. We are working with the website's project manager regarding formatting.

Visitor's Guide

The visitor's guide is in production. The rough design layout was provided to Kerley Copy Center on February 27. Kerley Copy Center will print the six-panel, full-color brochure. The project timeline allows two weeks for Kerley Copy Center to assist with design layout and print.

Lodging E-Newsletter

The March e-newsletter was sent out Feb. 28 to all the lodging establishments in Warrensburg. The newsletter contained updates from the WCVB-website and visitors guide, upcoming group/event information and a link to our calendar.

In the future, we hope to add a newsletter to stakeholders including restaurants, shopping and attractions.

Attraction Map

Spring Hill Press contacted me today to report the map will be sent to press the week of March 5. We expect to receive the maps the week of March 26, if not sooner.

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

I attended Capitol Days for Tourism hosted by the Missouri Travel Council, Missouri Association of Convention and Visitors Bureau and the Missouri Hotel and Lodging Association Feb. 21-22. The event consisted of presentations and panel discussion regarding tourism legislation, 2017 MTC awards reception, MACVB board meeting and a pancake breakfast at the Capitol for state legislators and senators. Following the breakfast, I met with Sen. Hoskins, Rep. Houx and Rep. Kolkmeier. I spoke to them regarding our work and the importance of tourism in the state budget.

It was announced during Capitol Days the House Appropriation Subcommittee on Economic Development had recommended an allotment of \$15.9 million to the Missouri Division of Tourism in the new fiscal year beginning July 1, 2018. This is a \$5-million-dollar increase over the governor's recommended budget of \$10.9 million. The increase was earmarked for the Matching Grant Program offered by MDT.

As you all know, this is the grant program that was cut by 50% this fiscal year resulting in our grant being \$4,823 not \$9,646. In January, MDT notified all grant recipients the 2019 allotment would be the same as 2018. If the increase is approved, we will see an increase in the amount we'd be eligible to receive. At this time, we have not received any information on an increase

from MDT. The industry's consensus during the Capitol Days was to wait and see if the recommendation was approved prior to making plans. We will watch closely as this proceeds in Jefferson City.

Welcome Banners

We have purchased two 3'x6' vinyl banners to place at the entrances of Warrensburg welcoming event participants and groups to the community. The locations have been secured. Due to limited resources and funding, the banners will be used for those select visiting groups utilizing lodging with an estimated attendance of at least 500. We worked with a local vendor (Kerley Copy Center) to purchase the banners allowing text to be easily removed and added.

We will continue to send monthly emails to organizations and businesses in town regarding groups/events for their marquees.

MTC Education Committee

I was asked to serve on the Missouri Travel Council's Education Committee. The committee holds two educational workshops throughout the year and assists with session recommendations to the Missouri Division of Tourism for the Governor's Conference.

Old Drum Recognition as Missouri's Historical Dog

Old Drum's designation as Missouri's Historical Dog will take place during the Old Drum Festival, April 14 (11:45 a.m.-noon). State representatives have been asked to present a proclamation and the Warrensburg City Council will be asked to present a city proclamation recognizing the designation and declaring the second Saturday of April Old Drum Day.

Warrensburg Restaurant Week

We assisted in marketing Warrensburg's Restaurant Week. Utilizing our Facebook page, we held a contest Feb. 27-28 for a Muddy Creek BBQ gift certificate. The engagement was positive. We had 20+ comments, 6 shares and more than 700 views. We've not seen those numbers on our page before.

Upcoming Groups and Events

Warrensburg Restaurant Week, March 2-11

YES State Tournament*, March 17-18, YES Center

Children's Literature Festival, March 18-20, UCM Campus

Wyoming Attendees to the Main Street Conference, March 23, Downtown Warrensburg

Show Me Justice Film Festival, April 4-6, UCM Campus

Stealth Con, April 7, UCM Elliott Student Union

Blaine Whitworth Go Big or Go Home 5K*, April 7, Downtown Warrensburg

UCM ROTC Patriotic 5K*, April 14, Streets around UCM Campus

Old Drum Festival*, April 14, Johnson County Historical Complex-Old Courthouse, 302 N. Main

MIAA Baseball Tournament, May 9-13, UCM Crane Stadium

**selected for WCVB Community Grant*

Upcoming Meetings/Conferences

Hwy 13 Corridor Coalition, March 12

City Council Meeting, March 12

Economic Development Coordinating Board, March 15

Old Drum Festival Meeting, March 28

Digital Summit, May 16-17, Kansas City

MTC/MACVB Annual Conference, June 4-6, Cape Girardeau