



**Warrensburg Convention & Visitors Bureau
Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
4 p.m. Thursday, April 12**

1. Call To Order
Sandra Irle, President
2. Roll Call
Marcy Bryant, Tourism Director
3. Adopt Agenda
Sandra Irle, President
4. Minutes Of Previous Meeting-Feb. 8, 2018 And March 8, 2018
Sandra Irle, President

Documents:

[MINUTES 020818.PDF](#)
[MINUTES 030818.PDF](#)

5. Financial Report
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT 4 12 18.PDF](#)

6. Order Of Business: Internship
Marcy Bryant, Tourism Director

Documents:

[INTERNSHIP 2018 PROPOSAL FOR BOARD.PDF](#)

7. Director's Report
Marcy Bryant, Tourism Director

Documents:

[DR 040918 CVB BOARD REPORT.PDF](#)

8. Miscellaneous Items
WCVB Board

9. Appearances By The Public

10. Closed Session

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

(2) Leasing, purchase or sale of real estate where public knowledge might adversely affect

the amount paid in the transaction.

(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

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



Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

March 8, 2018 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, March 8 at 4:03 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, with President Sandra Irle presiding. Roll was called as follows: Present were: Don Butterfield, Kirsti Brunsvold, Sandra Irle, Tom Koenigsfeld, Tammy Leavy, and ex-officio members: Danielle Fesler, Danielle Johnston, and Harold Stewart. Absent: Rhonda Gelbach and Cliff Gower.

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 January 18, 2018 WCVB meeting were considered. Brunsvold made a motion to approve the meeting minutes. The motion was second by Koenigsfeld. Irle abstained. The motion passed.

Minutes of the Feb. 8, 2018 WCVB meeting were not considered due to a lack of quorum able to approve. The minutes will be presented for approval at the April 12, 2018 meeting.

Financial report provided by the WCVB Director. Due to the meeting date falling early in the month, the February personnel expenses had not been posted. They will be reflected in the financial report presented in April. It is estimated the lodging tax for February will be up 23 percent. This is an estimate as the tax's submittal date is the 15 of the month.

The director recommended the board consider renaming the WCVB Community Grant to the WCVB Tourism Advertising Grant. From the application review in January, staff and committee members found the current name caused confusion. Several nonprofits submitted applications for their fundraisers marketed to community residents, not visitors. A recipient questioned using the grant for tournament expenses, not advertising as stated in all verbal and written-notification letter and email. Clarifying the grant's purpose in the name would assist in eliminating confusion. A discussion was held whether the name should include "advertising" or "marketing". Brunsvold made a motion the name for the WCVB Community Grant be changed to WCVB Tourism Marketing Grant. The motion was second by Koenigsfeld. Motion passed.

The director asked the WCVB Board for direction on the relocation of the WCVB Office. The office is currently located in the Municipal Center; the same building Municipal Court is held. This has created an environment not conducive for visitors. At the February meeting the board asked the director to search for possible locations. The board discussed renting versus purchasing a property. The consensus was to search for properties for sale not rent. The board discussed location. The board recommended staff search for properties easily visible, no set location given. The board also discussed looking for opportunities to obtain low cost office space as a possible partnership. The director will present a list of priorities from staff (current and in the future) and possible properties. The board asked the properties to be easily visible, available for purchase, or a low cost partnership.

From the board's request at the November meeting, the director presented a report listing options to light downtown. An estimate to light the exterior buildings located on Holden and Pine from Premier Lawn and Lighting, Manneco were presented. An estimate of the snowflake



project the Main Street Design Committee is working on was presented. Stewart discussed the possibility of using projectors to light up downtown. Approval from KCPL is being sought. The board directed staff to continue pursuing the approval from KCPL. Manneco and Premier Lawn and Lighting have not worked with projectors.

The director presented a draft of the Photography Services RFP for 2018-2019. The item would be allocated in the 2018-2019 budget. Approval from City staff is needed for the verbiage prior to release. It is projected to be open July 2 and close July 31. The release for likeness (minor and adult) and artist license agreement was prepared and approved by legal counsel.

The director presented the director's report. The annual meeting with the City Council is being scheduled with the Council. It is tentatively scheduled for Wednesday, May 30. The names for appointment/reappointment must be submitted to the City Council prior to the annual meeting in May. The election of officers will be held at the WCVB meeting following the annual meeting, possibly June. A retreat will be scheduled following the board appointment/reappointment and election of officers, possibly late June or July.

The City is sponsoring a food truck festival on Tuesday, April 17 on Missouri Street in front of the James C. Kirkpatrick Library from 4 p.m.-sunset. UCM is also a cosponsor. The rain date Wednesday, April 18, has been chosen.

The 2018 Missouri Division of Tourism grant second quarter reimbursement payment of \$1,212.50 has been received and deposited. The 2019 MDT grant will be submitted in May. MDT has advised the amount eligible for 2019 will be the same as 2018. Staff will be attending MDT's grant 101 on Thursday, April 5 in Jefferson City.



FINANCIAL REPORT*

APRIL 2018

	CURRENT	DISBURSED	FY18 Budget
SALARIES & WAGES	\$ 23,717.52	\$ 24,282.48	\$ 48,000.00
EMPLOYEE TAXES	\$ 1,793.74	\$ 1,878.26	\$ 3,672.00
RETIREMENT	\$ 1,467.21	\$ 1,508.79	\$ 2,976.00
EMPLOYEE INSURANCE	\$ 4,170.40	\$ 3,672.60	\$ 7,843.00
WORKERS COMPENSATION	\$ 79.02	\$ 50.98	\$ 130.00

PROGRAM & OTHER SUPPLIES	\$ 853.06	\$ 1,096.94	\$ 1,950.00
CELL PHONE	\$ 1,069.69	\$ 310.31	\$ 1,380.00
OUTSIDE SERVICES	\$ 1,052.50	\$ 47.50	\$ 1,100.00
INSURANCE	\$ (25.00)	\$ 1,603.00	\$ 1,578.00
TRAINING & TRAVEL	\$ 8,269.05	\$ 885.95	\$ 9,155.00
DUES & MEMBERSHIPS	\$ 1,571.00	\$ 575.00	\$ 2,146.00
MARKETING & COMMUNICATION	\$ 14,994.64	\$ 18,621.36	\$ 33,616.00
OTHER	\$ 280.00		\$ 280.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 7,000.00		\$ 7,000.00
TOTALS	\$ 66,292.83	\$ 54,533.17	\$ 120,826.00

45.13%

*As of April 9, 2018

Internship 2018 Proposal

Objective:

Provide an internship opportunity to a student enrolled in a higher education institution seeking a degree in Hospitality Management, Marketing, Communication or closely related field. The student would be provided hands-on opportunities allowing them to gain experience as they learn more about their desired field of study, and the WCVB would receive assistance in the office and with projects the WCVB has flagged as priorities.

WCVB would be required to complete an assessment of the student during the internship and at the conclusion.

Timeline:

April 12-WCVB Board review for approval-amend budget.

April 13-City Human Resource post position online. Must run a minimum of two weeks. *No cost.

Week of April 30-Review of applications. Interviews scheduled/held. Position offered.

Week of May 14-Internship starts

Week of July 30-Internship concludes

Expense:

To participate, the WCVB Board will need to approve amendments to the 2017-2018 Budget.

Intern would be required to work 200 hours to receive credit for 3-hour program. The internship must be paid as per UCM's Center for Business Internships.

830-611-1102 Wages: 200 hours x \$7.85 (minimum wage) = \$1,570

830-611-2101 FICA: \$1,570 x 7.65% = \$120.11

830-611-2401 Work Comp: \$1,570 x .21% = \$3.30

830-611-5904 Background Check: \$50-estimate provided by Greg McCullogh, City HR Director 3/21.

Total Cost: \$1,743.41

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

April 9, 2018

Old Drum Day-April 14

Old Drum Day, Dogs' Day Out will be held on Saturday, April 14 at the Johnson County Historical Complex, 302 N. Main. A recognition of Old Drum being designated as Missouri's Historical Dog will be held 11:40 a.m.-noon with the reading of proclamations by the Missouri Senate and House of Representatives along with one from the City of Warrensburg proclaiming the second Saturday of April as Old Drum Day.

WCVB Tourism Marketing Grant.

The amount budgeted for the grant program for FY 17-18 budget is \$7,000. The amount awarded in February was \$4,350. There will be an application review in July. The application deadline is Friday, June 29. We will utilize a communication plan similar to the one used for the January application deadline. We will start promoting late April.

At the March WCVB Meeting, the board approved the grant name change from WCVB Community Grant to WCVB Tourism Marketing Grant. Prior to the communication plan being executed, the grant name will be revised on the website, social media posts and press release.

Missouri Division of Tourism Grant

On Thursday, April 5, I attended a workshop hosted by the Missouri Division of Tourism. I learned of various grants offered by the division. Next year (July 2019) we could apply for a 50/50 matching grant to assist with visual pieces-video or photography services. We can only apply for item. The maximum grant awarded is \$5,000. Because this is over a year out, I would like to proceed with the RFP for photography services (Oct. 2018-Sept. 2019) using the WCVB budget and complete the grant application to produce a video.

We will be applying for the MDT Marketing Matching Grant. The maximum awarded for the grant is \$4,823. This is the same amount awarded to the WCVB in 2017. The division has decided to hold all DMOs to the same amounts, because the state budget has not been finalized.

Freedom's Frontier National Heritage Area

A meeting has been scheduled for Mike Shaw, Johnson County Historical Society Curator, and I to meet with Freedom's Frontier leadership to discuss partnership benefits including grants. An update will be provided following the April 25 meeting.

Visitors Guide

The guides are here! They arrived the week of April 2. We are excited have a professional, branded piece to distribute. The piece will also be available on our website. The last guide produced was in 2015.

We have made arrangements with several visitor centers located throughout the state to post the guides. The only cost for WCVB is shipping.

The guides printed by Kerley Copy Center came in \$310 under budget.

Attraction Map

The attraction maps arrived. Spring Hill Press produced the maps at no cost to the Warrensburg Convention and Visitors Bureau. We will distribute the maps to various locations throughout the community focused on attractions, restaurants, and lodging establishments. We will also add the map to packets provided to groups visiting.

Missouri Life Motorcycle Guide

WCVB created a route, Old Drum Loop, in the 2018 Missouri Life Motorcycle Guide. The loop covers various attractions in Johnson County. We received 750 copies for distribution. The loop will also be included on our website.

MO Hwy 13 Corridor Coalition

The tourism website **mohwy13.com** launched Feb. 28. Johnson County information has been entered. A workshop will be held May 14 in Concordia with all county representatives to discuss format and encourage participation. WCVB will attend.

WCVB Board Reappointment

The Mayor will make board appointments in June. If you are interested in continuing to serve on the WCVB Board, please complete the board application on the City of Warrensburg website- <https://www.warrensburg-mo.com/FormCenter/City-Council-16/Board-Application-Form-82>.

Board members whose term has expired:

Cliff Gower (2016)

Tammy Leavy (2016)

Sandra Irle (2017)

Rhonda Gelbach (2017)

Don Butterfield (2018)

WCVB and City Council Annual Meeting

The annual meeting with the WCVB and City Council will tentatively be held 4 p.m. Wednesday, May 30 in the Council Chambers. If that date/time is revised, you will be notified asap.

This is an opportunity for the WCVB to discuss projects completed in 2017-2017 and future goals.

Upcoming Groups and Events

Wounded Warriors, April 12-14

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 10-13, UCM Crane Stadium

Warrensburg Wheels Annual Car Show, Aug. 25, Johnson County Fairgrounds

**selected for WCVB Community Grant*

Upcoming Meetings/Conferences

City Council Meeting, April 23

MTC Educational Workshop-Digital Marketing, May 9

Digital Summit, May 16-17, Kansas City

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