



Warrensburg Convention and Visitors Bureau
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
Wednesday, May 1 3:30 p.m.

1. 3:30 P.M. Call To Order
Kirsti Brunsvold, President
2. Roll Call
Marcy Bryant, Tourism Director
3. Adopt Agenda
Marcy Bryant, Tourism Director
4. Minutes Of Prior Meeting-April 3, 2019
Marcy Barnhart Bryant, Tourism Director

Documents:

[MINUTES 040319.PDF](#)

5. Financial Report
Marcy Barnhart Bryant, Tourism Director

Documents:

[FINANCIAL REPORT MAY 2019.PDF](#)

6. Marketing-Brand RFP
Marcy Barnhart Bryant, Tourism Director

Documents:

[MARKETING BRAND STUDY RFP.PDF](#)

7. Director's Report
Marcy Barnhart Bryant, Tourism Director

Documents:

[DR 042919 CVB BOARD REPORT.PDF](#)

8. Appearances By The Public
9. Board Comments
WCVB Board Members
10. Closed Session
Vote to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:
 - 1) Legal actions, causes of action or litigation involving the City and any confidential or privileged communication between the City and its representatives and its attorneys.
 - 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

Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
April 3, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, April 3 at 3:30 p.m. at the Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg, Missouri with President Kirsti Brunsvold presiding. Roll was called as follows: Present: Kirsti Brunsvold, Chelsea Cantrell, Sandra Irle, Tom Koenigsfeld, Ginny McTighe, and Diane Whitworth: Absent: Mason Wirsig; and ex-officio members Danielle Fesler, Danielle Johnston and Harold Stewart.

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

Minutes of the March 6, 2019 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Irle. The motion passed.

Financial report provided by the WCVB director.

The director provided a recap on the Lodging Tax increase measure on the Tuesday, April 2, 2019 General Municipal ballot. The tax issue passed with 69 percent voter approval. The City will notify the lodging establishments of the new rate. The Board will need to approve a revised budget due to election costs once all invoices have been received.

The director presented the director's report.

No miscellaneous items or public comments were presented.

Irle moved to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:

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Yes: Brunsvold, Cantrell, Irle, Koenigsfeld, McTighe and Whitworth

Absent: Wirsig



FINANCIAL REPORT*
MAY 2019

	CURRENT	DISBURSED	FY19 Budget
SALARIES & WAGES	\$ 32,292.00	\$ 26,948.00	\$ 59,240.00
EMPLOYEE TAXES	\$ 2,497.00	\$ 2,036.00	\$ 4,533.00
RETIREMENT	\$ 1,787.00	\$ 1,590.00	\$ 3,377.00
EMPLOYEE INSURANCE	\$ 3,911.38	\$ 3,557.62	\$ 7,469.00
WORKERS COMPENSATION	\$ 85.00	\$ 40.00	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 6,261.37	\$ 5,870.63	\$ 12,132.00
CELL PHONE	\$ 397.65	\$ 322.35	\$ 720.00
OUTSIDE SERVICES	\$ 302.95	\$ 297.05	\$ 600.00
INSURANCE	\$ 97.00	\$ 1,603.00	\$ 1,700.00
TRAINING & TRAVEL	\$ 5,650.37	\$ 2,484.63	\$ 8,135.00
DUES & MEMBERSHIPS	\$ 1,725.10	\$ 621.90	\$ 2,347.00
MARKETING & COMMUNICATION	\$ 19,181.20	\$ 15,311.80	\$ 34,493.00
OTHER	\$ 41.50	\$ 41.50	\$ 50.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 12,000.00		\$ 12,000.00
TOTALS	\$ 86,229.52	\$ 60,724.48	\$ 146,921.00

41.33%

*As of April 29, 2019

Marketing RFP-Brand Study

Goal number 1 in the WCVB's strategic plan states the WCVB will develop and implement a new marketing campaign (Plan, Brand and Logo). The first step as identified by the Marketing Committee is to conduct a brand awareness study. The study will guide the marketing plan and logo creation.

The RFP seeks proposals for an agency to help research, develop and implement a strategically-driven destination brand that represents Warrensburg. It states the brand should resonate with visitors and residents alike, as well as planners, CVB partners, and community stakeholders. The intent is for the WCVB to use the results of the branding process to develop the appropriate image, slogan and messaging to be used in all aspects promoting Warrensburg as a destination.

One of the goal's strategy was to explore funding sources to assist with the study's expense. The WCVB will apply for the Missouri Division of Tourism Marketing Platform Grant. The grant application deadline is Friday, May 3. The maximum grant award is \$5,000. It is a reimbursement grant.

Marketing RFP Timeline (Brand Study)

- **Distribution of Proposals:** Monday, April 1
- **Written Questions Due:** Noon Friday, April 5 (NONE RECEIVED)
- **Q&A Posted to RFP participants:** Monday, April 8 (NA)
- **Deadline for Proposals:** Tuesday, April 30 at 4 p.m.
- **RFP to be awarded:** May 1, 2019

Please note due to the date of the RFP's submission (4 p.m. Tuesday, April 30) and the required date of agenda posting (3:30 p.m. Tuesday, April 30), information regarding the RFPs submitted and staff's recommendation will be submitted to the Board at the May WCVB Meeting (3:30 p.m. May 1, 2019). As of the date of this report, two RFPs have been submitted. Staff is unable to review until after they've been opened by the City Clerk- 4 p.m. Tuesday, April 30.

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

April 29, 2019

Part-Time Position

Mike Greife started as our communication coordinator on Wednesday, April 8. This position is a 20 hour/week position. The position was created to increase the organization's social media presence and provide visitor/event support.

We have spent a lot of time training the last few weeks. The WCVB will post it's first blog later this week regarding the Farmer's Market opening on Saturday, May 4.

Budget

At the WCVB meeting on Wednesday, June 12, all revisions to the budget will be presented for board approval. This will include the costs for the lodging tax ballot measure on the April 2, 2019 General Municipal Election and unexpected legal fees.

As of the date of this report, we have not received an invoice from the County Clerk for the election costs.

Lodging Tax Increase Notification

As per Cindy Gabel, City Clerk, notification of the lodging tax rate increase from 2.5% to 5% was sent to all lodging establishments in the city limits on Friday, April 12, 2019. The increase will go into effect June 1, 2019.

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*A report regarding the RFP is being submitted separately as this will be an item on the meeting's agenda.

Elks Lodge Grant

The WCVB has been discussing a possible grant opportunity with the Warrensburg Elks Lodge. The grant would cover the cost of an Old Drum coloring book. Each first-grade class in the Warrensburg School District learns the story of Old Drum. They visit the old courthouse on the Johnson County Historical Complex and listen to a presentation by current curator Mike Shaw. The teachers struggle to find an age appropriate item regarding the story to distribute to the students. Each spring we get several phone calls.

As we are only in the preliminary stages of research, at this time we do not foresee any expenses being incurred by the WCVB. Vendors and illustrators are working on estimates. If the grant is not approved, the WCVB will review during the budget process to see if funding allows for us to pursue for an item to distribute in the lodging establishments and the visitor center.

Event Info:

MIAA Outdoor Championship, May 3-5
Farmer's Market Opening, May 4
ACE, May 25-31
Wings Over Whiteman, June 15 & 16
Ivory Market, June 22
Todd Hamann Memorial Golf Tournament, July 12
Burg Fest, Sept 27-28

*I received an email from Jennifer English on Wednesday, April 24 regarding the Burg Uncorked Event on June 8. They have decided to postpone the event due to a lack of participation by wineries. A new date has not been provided as of the date of this report.

Visitor Guide

We are working on the visitor guides with Laser Quick Printing. We anticipate the guides being in distribution by late May. This date is later than we had anticipated due to the resources being utilized for the Lodging Tax Increase Informational Campaign.

Reminder: Meeting Date/Time Changed

The WCVB Board approved at the February meeting to move the monthly meetings to the first Wednesday of the month at 3:30 p.m. The board will continue meeting at the Warrensburg Municipal Center-Council Chambers, 200 S. Holden.

The June WCVB meeting date has been revised to 3:30 p.m. Wednesday, June 12.