

Warrensburg Convention & Visitors Bureau
3 p.m. Thursday, Aug. 23
Warrensburg Municipal Center, 200 S. Holden, Warrensburg

1. Call To Order
Kirsti Brunsvold, Chair
2. Roll Call
Marcy Bryant, Tourism Director
3. Adopt Agenda
Kirsti Brunsvold, Chair
4. Minutes Of Previous Meeting-April 12, 2018
Marcy Bryant, Tourism Director

Documents:

[MINUTES 04122018.PDF](#)

5. Minutes Of Previous Meeting-July 12, 2018
Marcy Bryant, Tourism Director

Documents:

[MINUTES 071218.PDF](#)

6. Approval Of Minutes-July 12 Special Meeting

Documents:

[MINUTES SPECIAL MEETING 071218.PDF](#)

7. Financial Report
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT 8 17 18.PDF](#)

8. Order Of Business: Financial Institution RFP
Matthew Lue, Finance Director

Documents:

[RFP EVALUATION \(WCVB\).PDF](#)

9. Order Of Business: FY 18-19 Budget Approval
Marcy Bryant, Tourism Director

Documents:

[WCVB FUND FY 18-19 BUDGET DRAFT 080718.PDF](#)

10. Order Of Business: Professional Photography Services RFP
Marcy Bryant, Tourism Director

Documents:

[PROFESSIONAL PHOTOGRAPHY SERVICES.PDF](#)

11. Order Of Business: Grant Committee Appointment
Kirsti Brunsvold, Chair
12. Director's Report
Marcy Bryant, Tourism Director

Documents:

[DR 081718 CVB BOARD REPORT.PDF](#)

13. Miscellaneous Items
WCVB Board
14. Appearances By The Public
15. Adjournment
Kirsti Brunsvold, Chair

Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

April 12, 2018 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, April 12 at 4:10 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, Sandra Irle, Tom Koenigsfeld, Tammy Leavy, and Cliff Gower and ex-officio member: Danielle Fesler. Absent: Don Butterfield and Rhonda Gelbach; and ex-officio members Danielle Johnston and Harold Stewart.

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

Minutes of the February 8, 2018 WCVB meeting were considered. Brunsvold made a motion to approve the meeting minutes. The motion was second by Koenigsfeld. The motion passed.

Minutes of the March 8, 2018 WCVB meeting were considered. Leavy made a motion to approve the meeting minutes. The motion was second by Brunsvold. The motion passed.

Financial report provided by the WCVB director.

The director presented the board a proposal to offer an internship position this summer. The FY 17-18 budget would need to be amended. The director noted it may be difficult to obtain an intern due to the lateness in the announcement. Most students will have secured their internship prior to May 15. The total cost (wages and additional expenses-FICA, work comp and background check) for the WCVB would be \$ 1,743.41. The board discussed. Koenigsfeld made a motion the 2017-2018 budget be amended to allow the hiring of an intern or part-time coordinator at a rate of pay not to exceed \$9 per hour plus expenses pending approval by the City of Warrensburg.

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 in 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 2019 Missouri Division of Tourism Matching Marketing Grant will be submitted in May. MDT has advised the amount eligible for 2019 will be the same as 2018. Staff attended MDT's grant workshop on Thursday, April 5 in Jefferson City. During the workshop, we learned of a grant for photography/video services. Unfortunately, the deadline was Friday, April 6. Not having sufficient time to apply, WCVB will apply for a MDT Platform Services Grant in 2019-2020.



WCVB Board discussed the May meeting. Staff was directed to hold one meeting in May, the Annual Meeting with the Warrensburg City Council.

Sandy Irle discussed the services by One Platform, a social media management tool. It is primarily used for restaurants. Café Blackadder has found it to be very helpful with managing the multiple social media platforms. WCVB can utilize a similar service to be effective in reaching audiences and save time. The FY 18-19 will include the cost of the services for a social media management tool.

Koenigsfeld moved 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.

Yes: Brunsvold, Gower, Irle, Koenigsfeld, Leavy



Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

July 12, 2018 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, July 12 at 4:01 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, with Vice President Cliff Gower presiding. Roll was called as follows: Present were: Kirsti Brunsvold, Rhonda Gelbach, Cliff Gower, and Tom Koenigsfeld and ex-officio member: Danielle Fesler. Absent: Don Butterfield, Tammy Leavy and Sandra Irle; and ex-officio members Danielle Johnston and Harold Stewart.

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

Minutes of the April 12, 2018 WCVB meeting were not considered due to a lack of quorum able to approve. The minutes will be presented for approval at the Sept. 13 WCVB meeting.

Minutes of the June 14, 2018 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes. The motion was second by Gelbach. The motion passed.

Financial report provided by the WCVB director.

The director presented the 2018-2019 budget for review. The budget was presented for initial review at the June 14, 2018 WCVB meeting. The director noted two revisions from the draft presented at the June meeting. Revenue line item "Grant" was decreased \$74 to \$7,161 (amount awarded by the Missouri Division of Tourism). Expense line item "Postage" was decreased \$74 to \$426 to make up the difference in revenue. The 2018-2019 budget will be presented for approval at the Aug. 9, 2018 WCVB meeting.

The director presented agreements with vendors included in the Missouri Division of Tourism grants for approval. The agreements included four ½ page ads with Missouri Life along with a sponsored route in the Motorcycle Guide (\$4,986), three ½ page ads with Show-Me Missouri (\$2,250) and nine months of search engine marketing services with Madden Media (\$2,250). Koenigsfeld made a motion authorizing the director to sign agreements with Missouri Life, Show-Me Missouri and Madden Media for the amounts presented. The motion was second by Gower. The motion passed.

The director presented the director's report. The board discussed the benefits of going paperless for board meetings. At the August meeting, the board will follow along with the meeting packet posted online. The director will print minimal meeting packets for the media. Following the meeting, the board will discuss its preference.

The WCVB Board recognized board members Don Butterfield's and Tammy Leavy's years of service and dedication to the WCVB. Butterfield and Leavy will be presented a certificate of appreciation by the director.

The meeting was adjourned.



Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

July 12, 2018 | 4:20 p.m.

A special meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, July 12 at 4:27 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, with Vice President Cliff Gower presiding. Roll was called as follows: Present were: Kirsti Brunsvold, Rhonda Gelbach, Cliff Gower, Tom Koenigsfeld, Ginny McTighe and Diane Whitworth and ex-officio member: Danielle Fesler. Absent: Sandra Irle; and ex-officio members Danielle Johnston and Harold Stewart. *Danielle Johnson arrived at 4:25 p.m.

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

The election of officers for 2018-2019 was held. Gower nominated Brunsvold for Chair. Motion passed. Gelbach nominated Gower for Vice-Chair. Motion passed. Gelbach nominated Whitworth for Secretary. Motion passed. Gelbach nominated Koenigsfeld for Treasurer. Motion passed.

Koenigsfeld announced the Fairfield Inn will be celebrating their first anniversary on Friday, Aug. 3. More details will be sent closer to date.

Gelbach moved 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.

Yes: Brunsvold, Gelbach, Gower, Koenigsfeld, McTighe and Whitworth



FINANCIAL REPORT*
AUGUST 2018

	CURRENT	DISBURSED	FY18 Budget
SALARIES & WAGES	\$ 6,847.92	\$ 41,152.08	\$ 48,000.00
EMPLOYEE TAXES	\$ 519.71	\$ 3,152.29	\$ 3,672.00
RETIREMENT	\$ 421.32	\$ 2,554.68	\$ 2,976.00
EMPLOYEE INSURANCE	\$ 1,800.99	\$ 6,042.01	\$ 7,843.00
WORKERS COMPENSATION	\$ 50.35	\$ 79.65	\$ 130.00

PROGRAM & OTHER SUPPLIES	\$ 375.86	\$ 1,574.14	\$ 1,950.00
CELL PHONE	\$ 855.42	\$ 524.58	\$ 1,380.00
OUTSIDE SERVICES	\$ 953.75	\$ 146.25	\$ 1,100.00
INSURANCE	\$ (25.00)	\$ 1,603.00	\$ 1,578.00
TRAINING & TRAVEL	\$ 7,080.63	\$ 2,074.37	\$ 9,155.00
DUES & MEMBERSHIPS	\$ 1,571.00	\$ 575.00	\$ 2,146.00
MARKETING & COMMUNICATION	\$ 6,761.50	\$ 26,854.50	\$ 33,616.00
OTHER	\$ 280.00		\$ 280.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 4,161.08	\$ 2,838.92	\$ 7,000.00
TOTALS	\$ 31,654.53	\$ 89,171.47	\$ 120,826.00

73.80%

*As of Aug. 17, 2018

Employee Insurance

Dental	692.6
Health	4963
Life	93.26
Short Term	191
Long Term	102.15
	6042.01

Program & Other Supplies

Clothing		100	100
Computer Supplies	42.25	100	57.75
Meeting Supplies	41.89	100	58.11
Office Supplies	323.87	350	26.13
Software	447.3	500	52.7
Food	190.24	300	109.76
Supplies-Non Categorized	528.59	500	-28.59
	1574.14	1950	375.86

Outside Services

Financial Services	25	100	75
Legal Services	121.25	1000	878.75
	146.25	1100	953.75

Training & Travel

Travel-Meals	55.9	300	244.1
Mileage	651.25	2230	1578.75
Travel-Rooms	697.22	1310	612.78
Schools & Seminars	670	5315	4645
	2074.37	9155	7080.63

Marketing & Communication

Advertising	18568.59	23017	4448.41
Postage	110.7	346	235.3
Printing & Binding	721.63	2000	1278.37
Shows/Expos	158.58	500	341.42
Communication-Non-Categorized	7295	7750	455
	26854.5	33613	6758.5

Program & Other Supplies	Expenditures Commodities: Clothing, Computer, Meeting, Office, Software, Food, Supplies Non-Categorized
Utilities	Cell-Phone/Telephone
Outside Service	Financial Services/Legal Services
Insurance	
Training & Travel	Travel Meals, Mileage, Travel-Rooms, Schools & Seminars
Dues & Membership	
Marketing & Communication	Advertising, Printing & Binding, Postage, Shows & Expos, C
Other	Employment/Services-Non-Categorized
Grant Program	



Banking RFP

		Proposed Interest Rate				
Bank	Description	%	Fee	#Days	Average Balance	Average Interest
Equity Bank	Low end of Fed Funds Target + 70bp	2.45%	\$22.60	30	\$175,000	\$352.40
UMB	65% of Fed Funds Target + 70bp	2.00%	\$11.18	30	\$175,000	\$287.67
Central Bank*	60% of the 91 Day T-Bill	1.16%	-	30	\$175,000	\$166.85
F&C Bank	.25% Over top MMDA rate	0.75%	\$18.61	30	\$175,000	\$107.88
US Bank	0.25%	0.25%	\$11.55	30	\$175,000	\$35.96

*Fees waved, including FDIC assessment, for the duration of the contract

	A	B	C	D	F
1	Warrensburg Convention and Visitors Bureau		BUDGET DRAFT 8/7/18		
2					
3	Account Number	Description	FY16-17 Actual	FY17-18 Budget	FY 18-19 Proposed
4	Projected Cash Balance at October 1, 2018				\$165,000
5		REVENUES			
6	830-51905	Taxes-Lodging	\$111,541.00	\$116,000.00	\$135,000.00
7	830-52200	Grants-State	\$3,500.00	\$4,823.00	\$7,161.00
8	830-55105	Admissions	\$996.00	\$0.00	
9	830-55115	Advertising	\$0.00	\$0.00	
10	830-57105	Interest on Deposits	\$8.00	\$0.00	\$3,960.00
11	830-59910	Claims/Reimbursement	\$0.00	\$0.00	
12	830-59930	Transfer from Other Source	\$0.00	\$0.00	
13	830-55190	Retail	\$0.00	\$0.00	\$ 750.00
14		Total Revenues	\$116,045.00	\$120,823.00	\$146,871.00
15					
16	Personnel Expenses				
17	830-611-1101	Wages Full Time	\$39,052.00	\$48,000.00	\$49,440.00
18	830-611-1102	Wages Part Time	\$0.00	\$0.00	\$9,800.00
19	830-611-1103	Wages-Overtime	\$0.00	\$0.00	\$0.00
20	830-611-2101	FICA	\$2,962.00	\$3,672.00	\$4,533.00
21	830-611-2201	Retirement-Lagers	\$2,245.00	\$2,976.00	\$3,377.00
22	830-611-2301	Insurance-Dental	\$325.00	\$832.00	\$832.00
23	830-611-2302	Insurance-Health	\$5,172.00	\$6,500.00	\$6,180.00
24	830-611-2304	Insurance-Life	\$83.00	\$175.00	\$120.00
25	830-611-2305	Insurance-Short-Term Disability	\$141.00	\$226.00	\$226.00
26	830-611-2306	Insurance-Long-Term Disability	\$69.00	\$110.00	\$111.00
27	830-611-2401	Worker's Compensation	\$107.00	\$130.00	\$125.00
28		Total Personnel Expenses	\$50,156.00	\$62,621.00	\$74,744.00
29					
30	Expenditures:Commodities				
31	830-611-3102	Cost of Goods Sold	\$0.00	\$0.00	\$2,000.00
32	830-611-4102	Clothing	\$27.00	\$100.00	\$350.00
33	830-611-4103	Computer Supplies	\$0.00	\$100.00	\$2,500.00
34	830-611-4108	Meeting Supplies	\$0.00	\$100.00	\$250.00
35	830-611-4109	Office Supplies	\$150.00	\$350.00	\$750.00
36	830-611-4114	Software	\$340.00	\$500.00	\$744.00
37	830-611-4117	Food	\$112.00	\$300.00	\$300.00
38	830-611-4199	Supplies Non-Categorized	\$214.00	\$500.00	\$5,238.00
39		Total Non-Categorized	\$843.00	\$1,950.00	\$12,132.00
40					
41	Services				
42	830-611-5106	Utility-Telephone	0		
43	830-611-5107	Utility-Data Access	\$957.00	\$1,380.00	\$720.00
44	830-611-5202	Consulting	\$0.00	\$0.00	\$0.00
45	830-611-5203	Financial Services	\$155.00	\$100.00	\$100.00
46	830-611-5206	Legal Services	\$0.00	\$1,000.00	\$500.00
47	830-611-5301	Property Insurance	\$1,578.00	\$1,578.00	\$1,700.00
48	830-611-5401	Travel Meals	\$111.00	\$300.00	\$300.00
49	830-611-5402	Mileage	\$1,591.00	\$2,230.00	\$2,000.00
50	830-611-5403	Travel Rooms	\$1,046.00	\$1,310.00	\$1,440.00
51	830-611-5404	Schools and Seminars	\$2,190.00	\$5,315.00	\$4,395.00
52	830-611-5501	Dues and Memberships	\$1,251.00	\$2,146.00	\$2,347.00
53	830-611-5601	Advertising	\$10,734.00	\$23,017.00	\$24,117.00
54	830-611-5602	Postage	\$90.00	\$346.00	\$426.00
55	830-611-5603	Printing and Binding	\$42.00	\$2,000.00	\$3,000.00
56	830-611-5604	Shows/Expo/Events Expense	\$495.00	\$500.00	\$1,000.00
57	830-611-5699	Communication-Non Categorized	\$1,604.00	\$7,750.00	\$650.00
58	830-611-5904	Employment	\$47.00	\$30.00	\$50.00
59	830-611-5999	Services Non-Categorized	\$150.00	\$250.00	\$5,250.00
60		Total Services	\$22,041.00	\$49,252.00	\$47,995.00
61					
62	Capital Outlay				
63	830-611-6206	Equipment-Office	\$0.00	\$0.00	\$0.00
64		Total Capital Outlay	\$0.00	\$0.00	\$0.00
65					
66	Non-Categorized				
67	830-611-9301	Community Agreements	\$6,757.00	\$7,000.00	\$12,000.00
68		Non-Categorized	\$6,757.00	\$7,000.00	\$12,000.00
69					
70		Total Expenditures	\$79,797.00	\$120,823.00	\$146,871.00
71					
72		Revenues Over (Under) Expenditures	\$23,429.00	\$0.00	\$0.00
73					
74		Projected Cash Balance at September 30, 2018			\$165,000.00
75					

Professional Photography Services

The notice for the request for professional photography services was posted on the city's website on Wednesday, July 11. The proposal deadline for submittal was Friday, July 27. No proposals were submitted for the Professional Photography Services. The RFP was posted on the City of Warrensburg Facebook page July 11. Individuals tagged several businesses. Six individuals shared it. We had two businesses contact us for more information.

We will post again in September.

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

August 17, 2018

WCVB Tourism Marketing Grant

The WCVB Grant Committee will convene in September to evaluate the 2017-2018 program and prepare for 2018-2019 program. The new grant program will begin Oct. 1. The proposed 2018-2019 budget includes a \$4,000 increase in the grant line item.

Intern

Tim Russell, Warrensburg native, started a non-paid internship with the WCVB the week of July 23. Mr. Russell is a senior with the University of Missouri. The internship will consist of 300 hours working with the WCVB on numerous projects including communication-social media, e-newsletters and website, assisting visitors to the Visitor Center and special projects. We project the internship to conclude the week of Sept. 21.

Please stop by the office to meet Mr. Russell. He is scheduled to attend the September Board Meeting.

Pending budget approval, the WCVB will offer a paid internship this fall.

Event Info:

The WCVB and Warrensburg Chamber teamed up and welcomed participants and spectators to the AA State Baseball Tournament and SMSL Championship Swim Meet the week of July 16. Welcome bags were distributed with community information.

The WCVB and Lexington CVB met in July to discuss cross-marketing opportunities throughout the year. We will also collaborate to promote the Highway 13 Corridor Coalition tourism website.

Missouri Travel Show at the Missouri State Fair

The WCVB and Warrensburg Chamber had a booth at the Missouri Travel Council Leisure Show at the Missouri State Fair on Thursday, Aug. 16. We provided community information. The booth theme was a doghouse. We estimate we had 500+ people stop by our booth.

Upcoming Groups and Events

- Warrensburg Wheels Annual Car Show, Aug. 25, Johnson County Fairgrounds
- Johnson County United Way Kickoff, Aug. 25, Northside Christian Church
- Asgrow/DeKalb Show Me Shootout, Sept. 7-8, Johnson County Fairgrounds
- Retro X Gaming For Community, Sept. 6-8 UCM Recreation and Wellness Center
- UCM Parent Weekend, Sept. 14-16
- Johnson County Rodeo, Johnson County Fairgrounds, Sept. 21-22
- Burg Fest*, Sept. 28-29, Downtown Warrensburg

**selected for WCVB Community Grant*

Upcoming Meetings/Conferences

Meeting with UCM McClure Archives and Museum, *Date Pending

UCM Volunteer Fair, Aug. 22, UCM

Administrative Meeting, Aug. 22

WCVB & Warrensburg Council Joint Meeting, Aug. 23

Council Meeting, Aug. 27

Directors Meeting, Sept. 6

Governor's Tourism Conference, Sept 25-28, St. Charles
Show Me Missouri Sports Show, March 25-27, 2019