

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg
Wednesday, January 8, 2020 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, January 8, at 3:33 p.m. at the Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg, Missouri, with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Chelsea Cantrell, Tom Koenigsfeld, Ginny McTighe, and Mason Wirsig (via Facebook messenger) and exofficio members Danielle Fesler and Bryan Jacobs; Absent: Scott Thomason and Diane Whitworth, and exofficio member Harold Stewart.

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

Minutes of the December 4, 2019 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes as presented. The motion was second by McTighe. Motion passed.

Financial report provided by the WCVB director.

The WCVB Tourism Director presented the board recommended revisions to the list of authorized signers on the WCVB bank account at Equity Bank. The current authorized signers on the account are Tom Koenigsfeld, Mason Wirsig, Harold Stewart, Matthew Lue and Marcy Bryant. Matthew Lue is no longer employed as the Finance Director with the City of Warrensburg. The City has hired Marcella McCoy for that position. The Tourism Director recommended the board approve the removal of Matthew Lue and the addition of Marcella McCoy to the account. Koenigsfeld made a motion Matthew Lue be removed and Marcella McCoy be added to the WCVB bank account with Equity Bank. Tom Koenigsfeld, Mason Wirsig, Harold Stewart and Marcy Bryant will remain on the account as authorized signers. The motion was seconded by McTighe. Motion passed.

The WCVB Tourism Director presented the revisions TREO Marketing made to the brand messaging and logo following the discussion by board members at the December WCVB meeting. Cantrell noted "Missouri" in the logo does not stand out and can be easily missed. Koenigsfeld made a motion the logo Warrensburg, Missouri Small Town + Big Soul be approved with the noted revision by Cantrell (bold Missouri), and the brand message "Nestled in between the here and there, we are small in size, but big in heart." be approved. The motion was seconded by Cantrell. Motion passed.

The WCVB Tourism Director presented the board information on the distribution of an RFP for marketing platform and creative strategy development. With the new brand message and logo implementation and limited staff resources, the Tourism Director recommends the board distribute an RFP to assist with deliverables including messaging recommendations, brand statements and copy content for messaging needs and graphic design. The RFPs would tentatively be presented to the board for review and approval at the March 4, 2020 WCVB Meeting. Koenigsfeld made a motion to approve the distribution of a request for RFPs for marketing platform and creative strategy development. The motion was seconded by McTighe.



The WCVB director's report was provided. Items noted were upcoming office closures due to holidays, Joe Eccleton's resignation from the board, upcoming workshops (Missouri Sunshine Law Workshop and Missouri Division of Tourism Road Show), and an update on the MDT grant program and WCVB grant program.

No further business was presented.

Koenigsfeld made a motion the board adjourn. The motion was seconded by McTighe. Motion passed.

