

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.

