

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
May 1, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, May 1 at 3:32 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, Ginny McTighe, and Diane Whitworth: Absent: Tom Koenigsfeld and Mason Wirsig; and ex-officio members Danielle Fesler, Bryan Jacobs and Harold Stewart.

(Wirsig arrived at 3:40 p.m. Koenigsfeld arrived at 3:42 p.m.)

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

Minutes of the April 3, 2019 WCVB meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was second by McTighe. The motion passed.

Financial report provided by the WCVB director.

The director presented the submissions for the brand awareness study. The WCVB distributed an RFP seeking proposals for an agency to help research, develop and implement a strategically-driven destination brand that represents Warrensburg. 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.

To offset the cost, 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.

Eight submissions were received. Staff recommended the board approve Carr Strategies.

- McDaniels Marketing \$12,000
- CivicBrand \$65,000
- Carr Strategies \$8,000
- Avant Marketing Group \$47,145
- Paradise \$50,000
- ChandlerThinks \$67,000
- Creative Entourage RANGE \$26,500-\$30,500
- McIntosh & Moon Strategies, LLC \$52,000

McTighe made a motion the WCVB approve the RFP submitted from Carr Strategies. The motion was second by Brunsvold. The motion passed.

The director presented the director's report. Items highlighted included upcoming timeline for board appointments, event support and the Missouri Division of Tourism Marketing Matching Grant.



No miscellaneous items or public comments were presented.

Irle moved to close part of this meeting pursuant to Section 610.021 of the Revised Statues 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.

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

