

CITY COUNCIL AND WARRENSBURG CONVENTION AND VISITOR'S BUREAU

A joint meeting of the Warrensburg City Council and the Warrensburg Convention and Visitor's Bureau (W.C.V.B.) was held on Thursday, August 23, 2018, at 4:00 p.m. Roll was called as follows: Present were: Jacobs, Lund, Watts, Allen, Johnston. No: none.

The adoption of the agenda was considered. Lund moved to adopt the agenda. Yes: Jacobs, Lund, Watts, Allen, Johnston. No: none.

Tourism Director Marcy Bryant gave a PowerPoint Presentation about the activities of the W.C.V.B. this past year. She said there has been a 30 per cent increase in the lodging tax receipts each month. Bryant said there are several factors in the increase which include the opening of the Fairfield Inn in August of 2017, and in 2017, a Tourism Grant was awarded. She said the Media Plan was implemented from July of 2017 until June 30, 2018. Bryant said in 2019 the new Holiday Inn Express will be opening.

Bryant explained the grant process and said there were eight recipients and some new recipients. She said a communication plan has been launched, and Bryant said the grant process has helped to build new relationships.

Bryant described the various events the W.C.V.B. prepares for, and said over 5,000 welcome bags have been prepared since last August. She said for the bigger programs, banners are prepared and welcome letters are sent to businesses. Bryant said there are many ways they help those coming to Warrensburg, and to make them feel welcome. She said they often arrange their lodging needs. Bryant said they have assisted with 20 events this year.

Bryant gave marketing highlights, and said last February the new website was launched. She said this has helped provide information to the public, and they have received many compliments.

Bryant explained the new Visitor's Guide and said of the 5,000 originally published, there are only around 400 now. She said the attraction maps were produced at no cost and these are used throughout the City and the surrounding communities. Bryant explained the digital ads, and said they will be of help with future events.

There was discussion of the Community Survey. Bryant said they continue to work on different ways to promote activities on-line, and soon people will know of everything available to do in Warrensburg. Bryant said the Community Strategic Plan will be discussed this fall. Bryant said Sports Tourism will be explored with the Parks and Recreation Department.

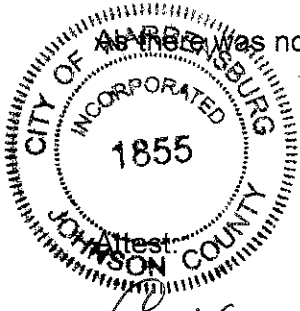
Council member Watts thanked the W.C.V.B. for all their help promoting the recent car show. He asked about W.C.V.B.'s trip to the Missouri State Fair, and Bryant said they were busy and it was very positive.

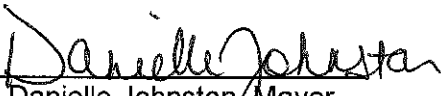
Mayor Johnston asked about other activities and Bryant said they have ideas for getting involved with the Burg Fest, the Christmas Parade, and many other activities and events.


There was discussion of raising the lodging tax in Warrensburg. It has been reported it is one of the lowest in the entire state. There was discussion of educating the public about the tax. Council member Allen suggested seeing what else will be on the ballot during the April Municipal Election.

Under Miscellaneous Matters, City Manager Harold Stewart thanked Bryant and the W.C.V.B. Board members. He said there has been a big improvement in tourism activities this past year.

As there was no further business, the meeting was adjourned.




Danielle Johnston, Mayor


Cindy Gabel, City Clerk