



Warrensburg Convention and Visitors Bureau

3:30 p.m. Thursday, January 10, 2019

Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg

1. Call To Order  
Kirsti Brunsvold, President
2. Roll Call  
Marcy Bryant, Tourism Director
3. Adopt Agenda  
Marcy Bryant, Tourism Director
4. Minutes Of Prior Meetings-Dec. 4, 2018 Strategic Planning Session  
Marcy Bryant, Tourism Director

Documents:

[MINUTES BOARD STRATEGIC PLANNING SESSION 120418.PDF](#)

5. Minutes Of Prior Meetings-Dec. 4, 2018 Regular Session  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 120418.PDF](#)

6. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT 01 03 19.PDF](#)

7. Order Of Business: Strategic Plan 2019-2023  
Marcy Bryant, Tourism Director

Documents:

[STRATEGIC PLAN DRAFT 123118.PDF](#)

8. Order Of Business: April 2, 2019 General Municipal Election Lodging Tax Ballot Measure  
Kirsti Brunsvold, President  
Marcy Bryant, Tourism Director

Documents:

[NOTICE OF ELECTION.PDF](#)  
[OFFICIAL BALLOT.PDF](#)  
[ORDINANCE TO RAISE TAX RATE.PDF](#)  
[LODGING TAX.PDF](#)

9. Order Of Business: April 2, 2019 General Municipal Election Communication Expenditure  
Marcy Bryant, Tourism Director

Documents:

[LODGING TAX COMMUNICATION MATERIAL EXPENDITURE APPROVAL.PDF](#)

10. Order Of Business: WCVB 2019 Grant Program  
WCVB Grant Committee-Kirsti Brunsvold, Tom Koenigsfeld, Sandra Irle  
Marcy Bryant, Tourism Director

Documents:

[GRANT PROGRAM NOTES.PDF](#)

11. Director's Report  
Marcy Bryant, Tourism Director

Documents:

[DR 010719CVB BOARD REPORT.PDF](#)

12. Appearances By The Public

13. Board Comments  
WCVB Board

14. Closed Session  
Vote 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.

## **Warrensburg Convention & Visitors Bureau Minutes**

Warrensburg Police Department Training Room, 102B S. Holden, Warrensburg  
December 4, 2018 | 1 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Tuesday, December 4 at 1 p.m. at the Warrensburg Police Department Training Room, 102B S. Holden, Warrensburg with President Kirsti Brunsvold presiding. Roll was called as follows: Present were: Kirsti Brunsvold, Chelsea Cantrell, Sandra Irle, Tom Koenigsfeld, Ginny McTighe and Diane Whitworth. Absent: Rhonda Gelbach; and ex-officio members Danielle Fesler, Danielle Johnston and Harold Stewart.

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

The board participated in a strategic plan work session with Key Solutions facilitating. The session included topics such as goals, objectives and action steps.

The meeting was adjourned.



## **Warrensburg Convention & Visitors Bureau Minutes**

Warrensburg Police Department Training Room, 102B. S. Holden, Warrensburg  
December 4, 2018 | 4 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Tuesday, December 4 at 4 p.m. at the Warrensburg Police Department Training Room, 102B S. Holden, Warrensburg, Missouri with President Kirsti Brunsvold presiding. Roll was called as follows: Present: Kirsti Brunsvold, Chelsea Cantrell, Sandy Irle, Tom Koenigsfeld, Ginny McTighe and Diane Whitworth and ex-officio member Harold Stewart: Absent: Rhonda Gelbach; and ex-officio members Danielle Fesler and Danielle Johnston.

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

Minutes of the November 15, 2018 WCVB board orientation were considered. Koenigsfeld made a motion to approve the meeting minutes. The motion was second by McTighe. Abstain: Sandy Irle. The motion passed.

Minutes of the November 15, 2018 WCVB meeting were considered. Whitworth made a motion to approve the meeting minutes with simple majority. The motion was second by McTighe. Abstain: Tom Koenigsfeld and Diane Whitworth. The motion passed.

Financial report provided by the WCVB director. The bank account has been switched to Equity Bank from US Bank as per the board's approval August 23, 2018.

President Kirsti Brunsvold appointed several committees to assist with the implementation of the strategic plan. Brunsvold will serve as an ex-officio member on all committees as per the WCVB's bylaws.

### **Building**

Diane Whitworth  
Ginny McTighe  
Kirsti Brunsvold  
Motion-Irle, Second-Koenigsfeld, Motion passed.

### **Lodging Tax**

Tom Koenigsfeld  
Sandy Irle  
Kirsti Brunsvold  
Motion-Cantrell, Second-Whitworth, Motion passed.

### **Marketing**

Chelsea Cantrell  
Kirsti Brunsvold  
\*New Member (Gelbach replacement)  
Motion-Irle, Second-Whitworth, Motion passed.

### **Budget**

Tom Koenigsfeld  
Kirsti Brunsvold  
Motion-Whitworth, Second-Cantrell, Motion passed.



The director presented the director's report.

Harold Stewart discussed the City's work to launch a new community art series similar to the Burg Dog project. They feel this project would be a tourist attraction. It's in the planning stages. They are looking at using a mule and/or a dog. Sponsors are needed to fund the statues base. Stewart asked the board for feedback on being a program sponsor. As per the board's direction, Stewart will present program information including costs at the January 10, 2019 meeting.

Irle moved to close part of this meeting pursuant to Section 610.021 of the Revised Statues 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, Cantrell, Irle, Koenigsfeld, McTighe and Whitworth



FINANCIAL REPORT\*  
JANUARY 2019

	<b>CURRENT</b>	<b>DISBURSED</b>	<b>FY19 Budget</b>
SALARIES & WAGES	\$ 51,063.07	\$ 8,176.93	\$ 59,240.00
EMPLOYEE TAXES	\$ 3,915.74	\$ 617.26	\$ 4,533.00
RETIREMENT	\$ 2,900.90	\$ 476.10	\$ 3,377.00
EMPLOYEE INSURANCE	\$ 6,284.34	\$ 1,184.66	\$ 7,469.00
WORKERS COMPENSATION	\$ 112.74	\$ 12.26	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 10,653.73	\$ 1,478.27	\$ 12,132.00
CELL PHONE	\$ 612.62	\$ 107.38	\$ 720.00
OUTSIDE SERVICES	\$ 600.00	\$ -	\$ 600.00
INSURANCE	\$ 1,700.00		\$ 1,700.00
TRAINING & TRAVEL	\$ 6,034.55	\$ 2,100.45	\$ 8,135.00
DUES & MEMBERSHIPS	\$ 2,272.00	\$ 75.00	\$ 2,347.00
MARKETING & COMMUNICATION	\$ 29,336.55	\$ 5,156.45	\$ 34,493.00
OTHER	\$ 8.50	\$ 41.50	\$ 50.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 12,000.00		\$ 12,000.00
<b>TOTALS</b>	<b>\$ 127,494.74</b>	<b>\$ 19,426.26</b>	<b>\$ 146,921.00</b>

13.22%

\*As of JAN. 3, 2019

\* As of report date, November and December personnel expenses have not been posted.

	Spent	Budgeted	Remaining	
<b>Employee Insurance</b>				
Dental	138.52	832	693.48	
Health	968.76	6180	5211.24	
Life	20.46	120	99.54	
Short Term	38.24	226	187.76	
Long Term	18.68	111	92.32	
	<b>1184.66</b>			
<b>Program &amp; Other Supplies</b>				
Retail	220	2000	2000	
Clothing		350	350	
Computer Supplies		2500	2500	
Meeting Supplies	50.73	250	199.27	
Office Suplies	154.59	750	595.41	
Software	12.95	744	731.05	
Food	40	300	260	
Supplies-Non Categorized	1000	5238	4238	
	<b>1478.27</b>	12132	10653.73	
<b>Outside Services</b>				
Financial Services		100	100	
Legal Services		500	500	
Services Non-Categorized		5250	5250	(PHOTOGRAPHY)
	<b>0</b>	5850	5850	
<b>Training &amp; Travel</b>				
Travel-Meals		300	300	
Mileage	169.5	2000	1830.5	
Travel-Rooms	410	1440	1030	
Schools & Seminars	1520.95	4395	2874.05	
	<b>2100.45</b>	8135	6034.55	
<b>Marketing &amp; Communication</b>				
Advertising	4462.73	24117	19654.27	
Postage		426	426	
Printing & Binding		3000	3000	
Shows/Expos	43.72	1000	956.28	
Communication-Non-Categorized	650	650	0	(WEB)
	<b>5156.45</b>	29193	24036.55	

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	



# Warrensburg Convention and Visitors Bureau

MISSION: The mission of the Warrensburg Convention and Visitors Bureau is to position Warrensburg and Johnson County as a regional tourism destination.

## G O A L 1: DEVELOP AND IMPLEMENT A NEW MARKETING CAMPAIGN (PLAN, BRAND AND LOGO)

OJECTIVE: Receive proposals from agencies for a marketing plan for a new campaign by the April 2019 Board meeting

Strategy: Work session with Executive Committee to develop the RFP

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Review RFP from 2016	Staff	H	ST-by Feb. 2019 meeting	Staff and prior file/doc	
Send draft to Board via email and ask for comments to be brought to next meeting	Staff	H	ST-by March 2019 meeting	Staff and email	
See if there is a formatted proposal from Missouri Division of Tourism	Staff	H	ST-by Feb. 2019 meeting	Staff	

?? NO ACTIONS??

Strategy: Explore funding sources through grants

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Identify various funding sources	Staff	H	ST-by Feb. 2019 meeting		

**G O A L 2: DEVELOP AND IMPLEMENT A FINANCIAL PLAN**

OJECTIVE: Create the WCVB a five-year financial plan for implementation following March 2019 WCVB Board meeting.

Strategy: Staff and Finance Committee develop a financial plan identifying short-term and long-term financial goals.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Determine marketing opportunities	Staff and Marketing Committee	H	ST-By Feb. 1, 2019	Staff and research	
Develop a contingency plan for revenue	Staff and Finance Committee	H	ST-by March 1, 2019	Staff and research	
Create spreadsheet with financial details	Staff and Finance Committee	H	ST-by March 1, 2019	Staff	
Present to Board for approval at the March 2019 Board Meeting	Staff and Finance Committee	H	ST-by March 14, 2019	Staff	

**G O A L 3: IDENTIFY AND BETTER UTILIZE PARTNERSHIPS WITH UCM AND WAFB**

OJECTIVE: Actively work to strengthen relationship with UCM community and provide quarterly update to Board

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with UCM stakeholders.					
Meet with UCM Administration minimally twice a year to discuss partnership opportunities	Staff and Board President	H	ST (Ongoing-2 year)	Staff and Board president	
Identify and support UCM stakeholders who organize events/programs that bring visitors to community	Staff	H	LT (ongoing identified annually/semester)	Staff and funding	
Partner with UCM classes and organizations on projects/programs and provide event support when applicable	Staff	M	LT (ongoing)	Staff and funding,	

OJECTIVE: Actively work to strengthen relationship with WAFB community

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with WAFB stakeholders.					
Attend monthly Military Affairs Committee meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Attend Base Community Council luncheon meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Meet with WAFB Public Affairs office to discuss beneficial ways the WCVB can assist the base community	Staff	H	ST-by June 1, 2019	Staff	
Implement ways identified through meeting attendance	Staff	H	MT	Staff, Board and funding	
Work with the Warrensburg Chamber to get promotional material on base and in the hands of those coming into the community	Staff	H	ST-initial materials distributed by June 2019	Staff and funding (promotional material)	

OJECTIVE A: Secure community members to serve as ambassadors

Strategy: Identify CVB roles and responsibilities (who does what-Marcy, Board members, outside parties, etc.)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Following the April 2019 election, determine resources available	Staff and Executive Committee	H		ST-by June 2019 meeting	Staff	

Strategy: Identify and engage ambassador network

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Make a list of individuals and organizations and develop a strategy for engagement	Staff and Board	H		ST-By March 1, 2019	Staff	
Execute strategy developed in action step 1	Staff and Board	H		ST-Following March 2019 meeting	Staff and funding	

**G O A L 5: ESTABLISH THE CVB IN A NEW VISITORS CENTER WITH ITS OWN IDENTITY IN WARRENSBURG**

OJECTIVE A: Determine a budget based on the 2.5% and 5% tax lodging tax revenue

Strategy: Build two optional budgets

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Build 2.5% budget	Staff	H	ST (January 10, 2019)	Staff	*18-19 Budget approved by Board 8/23/18
Establish subcommittee to work on the 5% contingent budget	Staff and Board	H	ST (Dec. 4, 2018)	Staff and Finance Committee	
Build 5% budget contingent upon ballot approval	Staff and Finance Committee	H	ST (February 14, 2019)	Staff and Finance Committee	*Committee appointed 12/4/18 (Tom and Kirsti)

OJECTIVE B: Secure funding by passing a hotel tax increase at the April 2, 2019 election and secure a low-interest rate loan with the assistance of the City

Strategy: Communicate location with public (contingent upon board identifying location by April 2019)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Ask the City for approval to seek legal advice about disclosing or not disclosing the proposed location	Staff	H	ST-by Feb. 1, 2019	Staff and legal counsel	

Strategy: Establish informational campaign

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Board members vote at January meeting to give staff direction and budget to engage a graphic designer to produce informational materials that key influencers can use during the informational campaign. (Pending approval by Council-January 14)	Staff and Board	H	ST-Jan. 2019 meeting	funding	
Engage creative agency and getting mock-ups by February meeting with goal of approving that at the February meeting.	Staff	G	ST-Feb. 2019 meeting	funding	

Strategy: Recruit, educate and mobilize ambassadors to inform voters of the upcoming ballot issue.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Board members develop a list of key influencers and identify who will reach out to them	Board and Tax Committee	H	ST-list by Jan 2019 meeting; contact following Jan. 14, 2019 within two weeks	Board	
Share informational materials with ambassadors and communicate the action plan for their use.	Staff, Board and Tax Committee	H	ST-1 week following materials completion	Staff, Board and funding (info materials)	

OJECTIVE C: Secure a location that fits the CVB identity and fits within the budget by August 1

Strategy: Identify needs for space, parking, etc.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Create priority list	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Identify potential locations that fit within the current 18-19 budget

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Create opportunity list and share with board at monthly meetings	Staff and Building Committee	H	ST-each monthly meeting	Staff, Board and research	

NOTICE OF ELECTION  
CITY OF WARRENSBURG, MISSOURI  
TUESDAY, APRIL 2, 2019

Notice is given to the qualified voters of the City of Warrensburg, Missouri, that an election will be held in the City of Warrensburg, Missouri, on Tuesday, April 2, 2019, for the purpose of voting on a proposition seeking to increase the existing lodging tax from two and one-half percent (2.5%) to five percent (5%).

The qualified voters of the City will vote at the polling places designated by the County Clerk.

The polls will open at 6:00 a.m. and will closed at 7:00 p.m. Each voter will be furnished a ballot reading as follows:

OFFICIAL BALLOT

Shall the municipality of the City of Warrensburg, Missouri increase the current lodging tax of two and one-half percent (2.5%) to five percent (5%) on sleeping rooms for transient guests of hotels and motels in the City for the purpose of funding promotion of the city as a convention, visitor and tourist center?

Yes

No

If you are in favor of the question, place an "X" in the box opposite "Yes."  
If you are opposed to the question, place an "X" in the box opposite "No."

I certify this is a true and exact copy of the official legal notice for the election to be held in the City of Warrensburg, Missouri, on April 2, 2019, as approved by the Warrensburg City Council.

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Cindy Gabel, City Clerk



OFFICIAL BALLOT  
APRIL 2, 2019

Shall the municipality of the City of Warrensburg, Missouri increase the current lodging tax of two and one-half percent (2.5%) to five percent (5%) on sleeping rooms for transient guests of hotels and motels in the City for the purpose of funding promotion of the city as a convention, visitor and tourist center?

Yes

No

If you are in favor of the question, place an "X" in the box opposite "Yes."

If you are opposed to the question, place an "X" in the box opposite "No."

BILL NO. \_\_\_\_\_

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE OF THE CITY OF WARRENSBURG, MISSOURI ESTABLISHING A LODGING TAX OF FIVE PERCENT (5%) AND SUBMITTING TO THE VOTERS THE THE SAME PURSUANT TO SECTION 67.1000 RSMO.**

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF WARRENSBURG, MISSOURI, AS FOLLOWS:**

WHEREAS the City of Warrensburg is authorized to enact a lodging tax up to five percent (5%) to fund promotion of the City as a center for conventions, visitors and tourists, and

WHEREAS, the proposed five percent (5%) tax cannot become effective until approved by the voters at a municipal or state general, primary or special election, and

WHEREAS, the voters previously approved a tax of two and one-half percent for this purpose in 1998,

NOW THEREFORE, Be it ordained by the Council of the City of Warrensburg, Missouri as follows:

Section 1. This ordinance and tax should be submitted to the qualified voters of the City of Warrensburg, Missouri, for their approval, as required by Section 67.1000 RSMo, at the general election hereby called and to be held in the City of Warrensburg on Tuesday, the 2<sup>nd</sup> day of April, 2019. The ballot of submission shall contain substantially the following language:

Shall the municipality of the City of Warrensburg, Missouri increase the current lodging tax of two and one-half percent (2.5%) to five percent (5%) on sleeping rooms for transient guests of hotels and motels in the City for the purpose of funding promotion of the city as a convention, visitor and tourist center?

Yes

No

If you are in favor of the question, place an "X" in the box opposite "Yes."  
If you are opposed to the question, place an "X" in the box opposite "No."

Section 2. Upon approval by the voters, and pursuant to the authority granted by Section 67.1000 RSMo, and subject to its provisions, five percent (5%) tax on sleeping rooms for transient guests for the purpose of funding promotion of the city as a convention, visitor and tourist destination will be imposed.

Section 3. The City Clerk is directed to request the County Clerk, as election authority, to conduct the election, and to cause legal notice of the election to be provided in accordance with the requirements of Chapter 115 RSMo. The City Clerk shall provide the election authority with a certified copy of this ordinance, a copy of the legal notice to be published, and a sample ballot.

Section 4. This tax, if approved, shall be an increase on the existing tax rate of two and one-half percent (2.5%) to a total of five percent (5%).

Section 5. Within ten (10) days after the approval of this ordinance by the qualified voters of Warrensburg, Missouri, the City Clerk shall cause all hotels and motels in the City to be notified of the new tax rate to be collected and remitted pursuant to Section 22-213 of the Code of Ordinances. Such collection shall become effective thirty days after the date of the notice from the City Clerk.

Section 6. Upon approval by the voters of the tax submitted by this ordinance, Section 22-212 shall be amended to read as follows, but should the voters fail to approve the measure, the section shall remain in force, unaltered:

**Sec. 22-212 Levy of Tax**

There is hereby levied a tax of five percent (5%) of the gross daily rent due from and paid by transient guests of all sleeping rooms occupied and rented by transient guests of hotels or motels located in the city. This charge is in addition to the charge for the sleeping room and shall be in addition to any and all taxes imposed by law. Said proceeds shall be used for funding by a not for profit organization for the purpose of promoting tourism.

Section 7. This ordinance shall be in full force and effect from and after its passage; and said tax increase shall be in full force and effect after its approval by a majority of qualified voters voting on the issue and in accordance with Section 67.1000 RSMo. Should the tax not receive approval, this ordinance shall be of no force or effect.

Read two (2) times and passed by title this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

\_\_\_\_\_  
Danielle Johnston  
Mayor

Attest:

\_\_\_\_\_  
Cindy Gabel, City Clerk

April 2, 2019 General Municipal Election

Lodging Tax Increase Ballot Measure

Included in your packet is the documents provided by city prosecuting attorney Doug Harris. The WCVB Board needs to approve the ballot verbiage and the measure be placed on the Tuesday, April 2, 2019 General Municipal Election ballot. Council will vote to approve at the Monday, January 14 Council Meeting.

The City Clerk will certify the documents with Diane Thompson, County Clerk and Election Authority, by Tuesday, January 22 by 5 p.m.

The WCVB Board will incur the cost of legal services and election costs. The FY 18-19 budget will be revised following the election.

Staff recommends the WCVB Board approve the ballot measure language and it's placement on the Tuesday, April 2, 2019 General Municipal Election ballot.

April 2, 2019 General Municipal Election

Lodging Tax Increase Ballot Measure

During the December 4 strategic planning session, the board identified the need to allocate funds to have professionally pieces designed and printed to convey information to voters. A formal vote needs to be conducted to allow staff to proceed with requesting informal design proposals. This will be a quick turnaround. Pieces will be distributed in late February/March.

Staff will have posters, brochures and a PowerPoint template designed. The pieces will be utilized through social media, limited ads in local media outlets, and during organization/club presentations.

Staff recommends the WCVB Board approve no more than \$2,500 be expended for the design/printing of communication materials for the April 2, 2019 General Municipal Lodging Tax Increase Ballot Measure. This expenditure is contingent upon Council's approval of the ballot measure Monday, January 14, 2019.

## WCVB 2018-2019 Grant Highlights

Budget increased to \$12,000 for 2018-19. This is a \$5,000 increase from prior budgets. The budget was approved 8/23/18.

Create two grants: Tourism Marketing (events and programs) and Sports (sports events)

Tourism Marketing: maximum award \$1,500

Sports: maximum award \$1,000

New Requirement-

- # of lodging rooms projected to be used reported on applications
- Applicant must contact a minimum of one establishment to reserve block of rooms within two weeks of award notification (confirmation must be supplied with reimbursement forms)
- Committee will review applicant's history prior to evaluating future applications.

Highlight receipts are mandatory on all correspondence.

Tentative 2018-19 Grant Dates:

Open applications: Week of Jan. 14

Application deadline: Friday, Feb. 8

Grant Committee Review Applications: Feb. 11-14 (prior to Feb. WCVB Board meeting)

Depending on the awarding in February, applications may or may not be reviewed in June 2019.

Staff Recommendation: Board approve the creation of the sports grant, maximum of award for each grant and the new requirements.

# **CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT**

Marcy Bryant, Director of Tourism

January 7, 2019

## **Strategic Planning**

The WCVB board worked with Key Solutions to create a strategic plan. The board met three times to discuss the organization's mission, goals and action steps. The plan will serve as our roadmap for the next 3-5 years. The plan will be reviewed semi-annually. The plan will be presented for approval and implementation at the January 10, 2019 WCVB meeting.

## **Lodging Tax**

The city's legal counsel has provided the notice of election, sample ballot and ordinance for Council's approval at the Monday, January 14, 2019 Council Meeting. Following the Council's approval, the documents will be presented to Diane Thompson, County Clerk and Election Authority. The election will be held Tuesday, April 2, 2019. Only those registered voters residing within the Warrensburg city limits will be eligible to vote on the ballot measure.

Pending Council's approval, the WCVB will launch an informational campaign educating voters on the tax. It will also serve as a general awareness campaign for the organization. The board will be asked at the January 10, 2018 board meeting to approve an expense of no more than \$2,000 for the design and printing of informational material to be distributed to voters.

## **Part-Time Position**

The part-time communication coordinator position will be advertised by Friday, January 11. The goal is to have the position filled and in the office by Monday, March 4. The position will assist with social media, material distribution and visitor support. This position (20 hours/week) will allow us to offer consistent hours. Currently when I am out of the office for a meeting or conference the office is closed. A sign is posted directing visitors to City Hall for an information packet or to our website. My cell phone and email are included on the signage.

## **Event Info:**

Recently I was invited to attend Burg Fest organization meetings. The first meeting I will attend is Monday, January 14.

## **Visitor Guide**

We are working on the visitor guides with Laser Quick Printing. We anticipate the guides being in distribution mid-March 2019.

## **Upcoming Meetings/Conferences**

WCVB Meeting, Jan. 10

Council, Jan. 14

Capitol Day for Tourism, Feb. 20 Jefferson City

Show Me Missouri Sports Show, March 25-27, 2019 St. Charles

Missouri Group Travel Exchange, May 6-8, Lodge of Four Seasons