



Warrensburg Convention and Visitors Bureau  
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg  
Wednesday, March 6 3:30 p.m.

1. 3:30 P.M. Call To Order  
Kirsti Brunsvold, President
2. Roll Call  
Marcy Bryant, Tourism Director
3. Adopt Agenda  
Marcy Bryant, Tourism Director
4. Minutes Of Prior Meeting-Feb. 14, 2019  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 021419.PDF](#)

5. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT 030119.PDF](#)

6. Lodging Tax Increase Informational Campaign Update  
Marcy Bryant, Tourism Director
7. Marketing Committee Update  
Chelsea Cantrell, Marketing Committee Chair
8. Director's Report  
Marcy Bryant, Tourism Director

Documents:

[DR 03012019 CVB BOARD REPORT.PDF](#)

9. Appearances By The Public
10. Board Comments  
WCVB Board Members
11. Closed Session  
Vote to close part of this meeting pursuant to Section 610.021 of the Revised Statutes 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.

## Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg  
February 14, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, February 14 at 3:30 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, Tom Koenigsfeld, Ginny McTighe, Diane Whitworth and Mason Wirsig and ex-officio members Danielle Fesler and Harold Stewart: Absent: Chelsea Cantrell; and ex-officio member Danielle Johnston.

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

Minutes of the January 10, 2019 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes as presented. The motion was second by Whitworth. The motion passed.

Financial report provided by the WCVB director.

City Manager Harold Stewart presented follow-up information regarding the community art project. The City will be asking the Warrensburg Arts Commission to be partner. Various cost estimates for the dog statues was provided. The City is evaluating possibly covering the base expense. Businesses would be responsible for securing an artist for the statue. The City would have an agreement with the businesses allowing the City to utilize the statues for tourists and various needs the city may have. A map of the statues would be created for distribution. The WCVB Board will review the project during the budget process and evaluate the organization's participation. Stewart expects to have clear program guidelines by that time.

The director presented an opportunity for the WCVB to secure an episode on Missouri Life's TV show airing on PBS. The Missouri Division of Tourism has entered into an agreement with Missouri Life allowing Missouri DMO's (Designated Marketing Organizations) the opportunity to secure an episode at a discounted rate. The cost would be \$7,500, a \$7,500 savings. The board discussed having the option of utilizing the film for short clips the WCVB could use on social media. The director will contact Missouri Life to see if they would provide the film and if there is a cost. Brunsvold made a motion the WCVB sign an agreement with Missouri Life to secure an episode featuring Warrensburg during Missouri Life's season six airing on PBS at an expense of \$7,500. The motion was second by McTighe. The motion passed.

The director presented the survey completed by the board regarding meeting day/time availability. The consensus was to move the WCVB monthly meeting to the first Wednesday of the month at 3:30 p.m. The location will not change-Warrensburg Municipal Center, 200 S. Holden. Koenigsfeld made a motion the Board meetings be moved to the first Wednesday of the month at 3:30 p.m. The motion was seconded by Irlle. The motion passed.

The director presented the director's report.

No miscellaneous items or public comments were presented.

Koenigsfeld moved to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:



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Yes: Brunsvold, Koenigsfeld, McTighe, Whitworth and Wirsig

Absent: Cantrell

DRAFT



FINANCIAL REPORT\*

MARCH 2019

	CURRENT	DISBURSED	FY19 Budget
SALARIES & WAGES	\$ 41,943.17	\$ 17,296.83	\$ 59,240.00
EMPLOYEE TAXES	\$ 3,226.29	\$ 1,306.71	\$ 4,533.00
RETIREMENT	\$ 2,413.54	\$ 963.46	\$ 3,377.00
EMPLOYEE INSURANCE	\$ 6,284.34	\$ 1,184.66	\$ 7,469.00
WORKERS COMPENSATION	\$ 99.06	\$ 25.94	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 10,209.33	\$ 1,922.67	\$ 12,132.00
CELL PHONE	\$ 612.62	\$ 107.38	\$ 720.00
OUTSIDE SERVICES	\$ 562.50	\$ 37.50	\$ 600.00
INSURANCE	\$ 97.00	\$ 1,603.00	\$ 1,700.00
TRAINING & TRAVEL	\$ 5,689.82	\$ 2,445.18	\$ 8,135.00
DUES & MEMBERSHIPS	\$ 2,105.80	\$ 241.20	\$ 2,347.00
MARKETING & COMMUNICATION	\$ 28,649.38	\$ 5,843.62	\$ 34,493.00
OTHER	\$ 41.50	\$ 41.50	\$ 50.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 12,000.00		\$ 12,000.00
<b>TOTALS</b>	<b>\$ 113,934.35</b>	<b>\$ 33,019.65</b>	<b>\$ 146,921.00</b>

22.47%

\*As of March 1, 2019

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

Marcy Bryant, Director of Tourism

March 1, 2019

### **Part-Time Position**

Applications for the part-time communication coordinator position closed Monday, Feb. 4. Fourteen applications were submitted.

Interviews were held the week of Feb. 25. Due to illness, we had to reschedule one for the following week. The goal is to have the 20-hour position filled and in the office by Monday, March 18. The position will assist with social media, material distribution and visitor support.

### **Grant Program**

Following the meeting Thursday, Feb. 14, I contacted all the grant recipients to notify them of the award and remind them of the new criteria. I have received lodging confirmation from all the events.

Grants Awarded:

Tourism: Burg Fest \$750

Tourism: Burg Uncorked \$1,000

Sports: Lions All Star Football Game \$1,000

Sports: Whitworth Foundation Go Big or Go Home Race \$1,000

### **Tourism Days**

WCVB was represented at the Missouri Travel Council and Missouri Association of Convention and Visitors Bureau annual Tourism Days in Jefferson City Feb. 19-20. Tourism professionals met with state representatives and state senators to discuss the economic impact of tourism. I had an opportunity to meet with State Representatives Dan Houx, Dean Dohrman, Brad Pollitt, and Glen Kolkmeier. Senator Hoskins was unavailable to meet due to a committee meeting.

### **Retired Railroaders**

Sixteen members of the Retired Railroaders organization briefly visited Warrensburg on Saturday, Feb. 23. Staff welcomed them to Warrensburg when they arrived on the Amtrak. They utilized the Chamber of Commerce's Jack Moore Room. They ate lunch at Rib Crib and then cruised the community and WAFB. We gave a presentation on Warrensburg and Old Drum before they departed.

### **McClure Exhibit**

I was notified there will be a large exhibit on display this summer at the UCM McClure Archives and University Museum. We will be scheduling a meeting to discuss how the WCVB can assist.

### **Budget**

At the WCVB meeting on Wednesday, May 1, all revisions to the budget will be presented for board approval. This will include the costs for the lodging tax ballot measure on the April 2, 2019 General Municipal Election and unexpected legal fees.

### **Bank Interest**

Last year we made approximately \$11 in interest on our account with US Bank. Since opening our account in December 2018 with Equity Bank, we've made \$913.30.

**Event Info:**

Children's Literature Festival\*, March 18-20

*General Municipal Election, April 2*

Blaine Whitworth Foundation Go Big or Go Home 5K, Saturday, April 6

Old Drum Day Festival, Saturday, April 13

MIAA Outdoor Championship, May 3-5

ACE\*\*\*\*, May 25-31

Burg Fest\*\*\*\* is scheduled for Sept 27-28

\*I met with Maya Kucji, Children's Literature Festival Director, on Monday, Feb. 4. She expressed her appreciation for our work last year. We're excited to work with her this upcoming year. Students come from all over the state. Approximately 200 schools are currently registered for the two-day event. The WCVB will be providing welcome bags along with wooden bookmarks to all the authors. We will also be assisting the event by distributing posters in the community and sharing information via social media.

\*\*I attended Old Drum Day Festival Committee meeting on Wednesday, Jan. 30. I am unaware of a future meeting scheduled.

\*\*\*I attended Burg Fest Committee meeting on Monday, Feb. 11. The next meeting scheduled is Monday, March 11.

\*\*\*\*WCVB President Kristi Brunsvold and I attended a luncheon on Tuesday, Feb. 26 with UCM Housing staff and ACE organizers. WCVB will have a presence at the event's registration and brochures will be provided to all attendees.

**Visitor Guide**

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

**Reminder: Meeting Date/Time Changed**

The WCVB Board approved at the February meeting to move the monthly meetings to the first Wednesday of the month at 3:30 p.m. The board will continue meeting at the Warrensburg Municipal Center-Council Chambers, 200 S. Holden.

The June WCVB meeting is now scheduled for Wednesday, June 5. I am out of the office that week. We will need to discuss rescheduling for Wednesday, June 12 or another day/time in June.

**Upcoming Meetings/Conferences**

WCVB Meeting, Wednesday, March 6

Directors Coffee, Thursday, March 7

Burg Fest, Monday, March 11

City Council, March 11

Johnson County Economic Development Coordinating Board, Thursday, March 21

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

(Reoccurring: City Staff Departmental Meeting-Every Tuesday at 9:30 a.m.)

*Lodging Tax Presentation Schedule:*

Warrensburg Rotary	Tuesday, Feb. 19 noon
Bryan-Jacobs FB LIVE	Friday, Feb. 22 4 p.m.
Kiwanis	Tuesday, March 5 (could be noon/could be evening-will confirm closer to date)
Nolan Brooks FB Live	Tuesday, March 5 2 p.m.
Senior Center	Thursday, March 7 10:30 a.m. and Friday, March 22 at 11 a.m.
Warrensburg Young Professionals	Wednesday, March 13 5:15 p.m.
KOKO Radio Show	Monday, March 18 9:10 am
Early Bird Rotary	Tuesday, March 19 5:30 p.m.
Warrensburg Lions Club	Thursday, March 21 noon
Chamber	Wednesday, March 20 7:30-9:30 a.m. (Coffee-come and go style)
Chamber	Wednesday, March 27 5:30 p.m.
Chamber	Friday, March 29 Luncheon Time TBA