

Warrensburg Convention and Visitors Bureau
10 a.m. Thursday, March 11
Via Zoom

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/85860731097?pwd=TG5RZGZ4b2k3WWpySE84TkNwV1BPQT09>

Passcode: 106777

Or iPhone one-tap :

US: +13017158592,,85860731097#,,,,*106777# or +13126266799,,85860731097#,,,,*106777#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 301 715 8592 or +1 312 626 6799 or +1 646 558 8656 or +1 253 215 8782 or +1
346 248 7799 or +1 669 900 9128

Webinar ID: 858 6073 1097

Passcode: 106777

International numbers available: <https://us02web.zoom.us/u/keya0mCt1y>

1. Call To Order
2. Roll Call
3. Adopt Agenda
4. Minutes Of Prior Meeting-February 2021
Marcy Barnhart, Tourism Director

Documents:

[MINUTES 020112021.PDF](#)

5. Financial Report-March 2021
Marcy Barnhart, Tourism Director

Documents:

[FINANCIAL REPORT MARCH 2021.PDF](#)
[DIRECTOR NOTES 20-21 BUDGET UPDATE .PDF](#)
[LODGING TAX ACTUAL.PDF](#)

6. Order Of Business: WCVB Bank Account Update
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES WCVB BANK ACCOUNT UPDATE.PDF](#)

7. Order Of Business: 417 Magazine Advertising Package
Marcy Barnhart, Tourism Director

Documents:

[417 MEDIA KIT.PDF](#)
[417 AGREEMENT .PDF](#)
[DIRECTOR NOTES 417 MAGAZINE.PDF](#)

8. Website
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES WEBSITE.PDF](#)

9. Director's Report
Marcy Barnhart, Tourism Director

Documents:

[03072021 WCVB BOARD REPORT.PDF](#)

10. Board Comments
WCVB Board
11. City Of Warrensburg Update
Danielle Dulin, Interim City Manager
12. Public Comments
13. Other Business
Marcy Barnhart, Tourism Director

*April Meeting
*Additional Items
14. Adjournment

Next WCVB Board Meeting is 10 a.m. Thursday, April 8, 2021

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, February, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, February 15, 2021 at 10:05 a.m. with Vice President Scott Thomason presiding. Roll was called as follows:

Present: Kelly Brooks, Ginny McTighe, Scott Thomason, Mason Wirsig and Diane Whitworth; exofficio member Danielle Dulin

Absent: Tom Koenigsfeld and Dana Phelps; and exofficio members Danielle Fesler and Bryan Jacobs

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

Minutes of the January 14, 2021 WCVB Board meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was seconded by McTighe. Motion passed.

Financial report was provided by the WCVB director. As of February 5, 2021, 41% of budgeted expenses have been incurred. The director noted January 2021 personnel expenses have not been posted as of the date of the meeting. As of February 5, 2021, the total lodging tax received for FY 20-21 is \$71,101. Total revenue (lodging tax and grants) received as of the meeting date is \$113,139.

WCVB director presented the Missouri Division of Tourism Marketing Matching Grant 2.0 for Board approval. MDT had notified the WCVB of its eligibility for the grant totaling \$21,747. It is a 100% matching, reimbursement grant. The grant must be used for approved advertising completed prior to June 30, 2021. The WCVB has received this grant annually since 2017. The director recommended the Board approve the WCVB to apply for the MDT MMG in the amount of \$21,741. McTighe made a motion that the Board approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by Whitworth. Motion passed.

The WCVB director presented the Board an agreement with Madden Media for digital advertising depending approval of the WCVB's application for the MDT MMG 2.0. The digital campaign would run May - June 2021. Included in the campaign would be Facebook/Instagram ads click to site, Facebook/Instagram remarketing and Facebook video distribution. The director recommended the Board approve the agreement for digital advertising services pending approval of the MDT MMG 2.0. McTighe made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT MMG 2.0. The motion was seconded by Wirsig. Motion passed.

The WCVB director presented revisions to the WCVB 2021 Community Grant Program. Event organizers are facing uncertainties due to Covid precautions. To continue the mission of the WCVB grant program, the director presented the following revisions:

Grant Application Deadlines: Add March 27, May 28 and July 31; Delete June 25 (Current dates January 29 and June 25); The May and July date are subject to fund availability.

Eligibility: Open to 501c6 and 501c3 nonprofit organizations (Current eligibility is restricted to only 501c3 nonprofit organizations.) This revision has been presented to legal counsel and auditors for approval. Both approved and reminded the WCVB any grant allocation must be tourism related.

McTighe made a motion to approve the revisions as presented to the WCVB 2021 Community Grant Program (application dates and eligibility criteria). The motion was seconded by Whitworth. Motion passed.

The WCVB director presented information regarding the MACVB 2021 Conference April 28-30 in Independence, Missouri. The director serves on the conference committee. The 2020 conference was cancelled. The expense of the director attending was not included in the FY 20-21 budget. MACVB is offering a stipend (Up to \$400) to help offset the cost of attending (travel expense, lodging and registration fee). The stipend would be reimbursed to the WCVB in May. If the conference is cancelled, any fee paid would be refunded to the WCVB. Whitworth made a motion to approve the expense of the WCVB director to attend the MACVB 2021 Conference, April 28-30. The motion was seconded by McTighe. Motion passed.

The WCVB director provided her director's report. Items highlighted were the WCVB website update, UCM 150th celebration, upcoming group: UCM Statewide High School Counselor and Community College Advisors, Visitor Center holiday closures and upcoming meeting dates.

The Board in consensus approved holding the March WCVB Board meeting via Zoom.

There were no appearances by the public or board comments.

Whitworth moved 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.

Roll Call

Yes: Brooks, McTighe, Thomason, Wirsig and Whitworth

Absent: Koenigsfeld and Phelps

MARCH 2021

EXPENSES

	FY21 BUDGET	DISBURSED	CURRENT BALANCE
SALARIES & PT WAGES	\$ 52,910.00	\$ 22,856.95	\$ 30,053.05
EMPLOYEE TAXES	\$ 4,048.00	\$ 1,793.45	\$ 2,254.55
RETIREMENT	\$ 3,333.00	\$ 1,496.63	\$ 1,836.37
EMPLOYEE INSURANCE	\$ 8,378.00	\$ 3,153.55	\$ 5,224.45
WORKERS COMPENSATION	\$ 125.00	\$ 42.36	\$ 82.64

PROGRAM & OTHER SUPPLIES	\$ 13,940.00	\$ 1,368.90	\$ 12,571.10
UTILITIES	\$ 4,820.00	\$ 2,047.68	\$ 2,772.32
OUTSIDE SERVICES	\$ 22,956.00	\$ 1,713.46	\$ 21,242.54
INSURANCE	\$ 2,000.00	\$ 1,900.00	\$ 100.00
TRAINING & TRAVEL	\$ 500.00	\$ -	\$ 500.00
DUES & MEMBERSHIPS	\$ 837.00	\$ 825.00	\$ 12.00
MARKETING & COMMUNICATION	\$ 100,000.00	\$ 69,216.38	\$ 30,783.62
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 10,000.00	\$ -	\$ 10,000.00
LEASE AGREEMENT	\$ 16,000.00	\$ 6,820.80	\$ 9,179.20
TOTALS	\$ 239,847.00	\$ 113,235.16	\$ 126,611.84

As of March 7, 2021

47.21%

REVENUE

	FY 21 BUDGET	COLLECTED	CURRENT BALANCE
LODGING TAX	\$ 166,773.00	\$ 104,304.00	\$ 62,469.00
GRANTS-STATE	\$ 71,600.00	\$ 54,062.88	\$ 17,537.12
MERCHANDISE		\$ -	\$ -
INTEREST ON DEPOSITS	\$ 1,500.00	\$ 1,788.77	\$ (288.77)
EARNINGS CREDIT	\$ -	\$ 193.01	\$ (193.01)
CLAIMS/REIMBURSEMENT			\$ -
TOTALS	\$ 239,873.00	\$ 160,348.66	\$ 79,524.34

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As of March 7, 2021

67%

*Not Audited

WCVB Board Meeting

Meeting: March 11, 2021

Item: FY 20-21 Budget Update

Overview:

The FY 20-21 budget will be revised during the FY 21-22 budget process.

There are a few expense accounts that will need to be revised. The items have been presented for board approval prior to acting, except Utilities-Gas. Having the gas service is a requirement as per our lease and overall maintenance of the Visitor Center.

Utilities Gas	830-611-5102	Est. Revised Amount \$900.00
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(Staff was not aware Visitor Center had an account with Spire. The account had not been switched over or paid since the WCVB moving into the Visitor Center, July 2019. The statement paid on November 2020 had the service for July 2019-October 2020, along with a new account charge.)

Communication	830-611-5699	Est. Revised Amount \$4,249
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(Website-Upgraded Header Package)

Advertising	830-611-5601	Est. Revised Amount \$31,000
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(Missouri Division of Tourism grants - Marketing Matching and Marketing Matching 2.0)

Schools and Seminars	830-611-5404	Est. Revised Amount \$160
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Travel-Rooms	830-611-5403	Est. Revised Amount \$240
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(MACVB Annual Conference-stipend of up to \$400 will be available to offset the expense.)

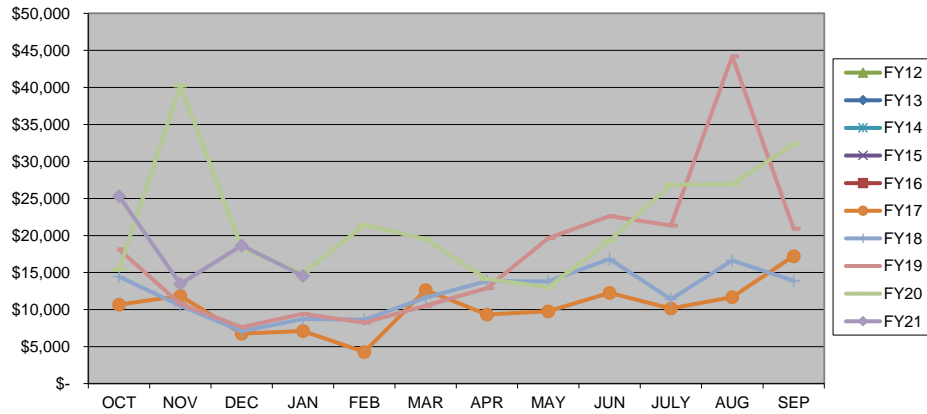
No action needed at this time.

CITY OF WARRENSBURG LODGING TAX TEN YEAR COMPARISON

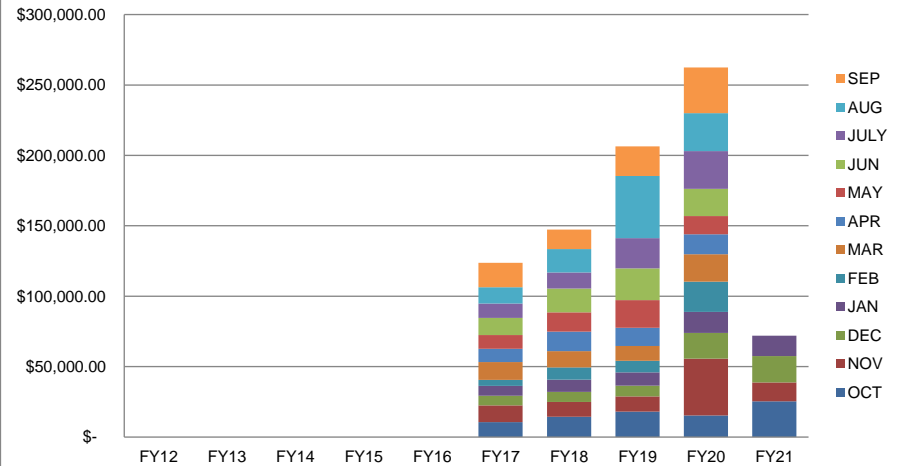


	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	CHANGE	%	
OCT						\$ 10,664.28	\$ 14,468.77	\$ 18,136.08	\$ 15,413.84	\$ 25,326.19	\$ 9,912.35	64.31%	OCT
NOV						\$ 11,856.62	\$ 10,528.83	\$ 10,744.89	\$ 40,257.33	\$ 13,459.83	\$(26,797.50)	-66.57%	NOV
DEC						\$ 6,761.43	\$ 7,065.61	\$ 7,629.16	\$ 18,335.22	\$ 18,653.37	\$ 318.15	1.74%	DEC
JAN						\$ 7,100.05	\$ 8,711.87	\$ 9,409.07	\$ 14,881.91	\$ 14,549.56	\$ (332.35)	-2.23%	JAN
FEB						\$ 4,274.36	\$ 8,630.16	\$ 8,230.30	\$ 21,406.86				FEB
MAR						\$ 12,622.11	\$ 11,598.22	\$ 10,533.92	\$ 19,520.74				MAR
APR						\$ 9,345.76	\$ 13,836.05	\$ 12,894.11	\$ 14,101.18				APR
MAY						\$ 9,755.36	\$ 13,793.79	\$ 19,644.72	\$ 13,024.45				MAY
JUN						\$ 12,252.02	\$ 16,832.61	\$ 22,628.16	\$ 19,296.86				JUN
JULY						\$ 10,131.03	\$ 11,403.53	\$ 21,351.50	\$ 26,857.44				JULY
AUG						\$ 11,683.88	\$ 16,616.52	\$ 44,208.66	\$ 26,943.77				AUG
SEP						\$ 17,223.77	\$ 13,882.14	\$ 20,927.52	\$ 32,315.05				SEP
TOTAL						\$123,670.67	\$147,368.10	\$206,338.09	\$262,354.65	\$ 71,988.95	\$(16,899.35)	-19.01%	TOTAL

LODGING TAX TEN YEAR FISCAL



LODGING TAX TAXES RECEIVED



WCVB Board Meeting

Meeting: March 11, 2021

Item: WCVB Account Update

Overview:

Currently, the following individuals are authorized signers on the WCVB bank account with Equity Bank:

Tom Koenigsfeld, WCVB President

Mason Wirsig, WCVB Treasurer

Danielle Dulin, Interim City Manager

Marcella McCoy, City Finance Director

Marcy Barnhart, WCVB Director

Mason Wirsig has resigned from the WCVB effective March 31, 2021. The Board needs to approve the removal of Mason from the WCVB bank account.

The account will be revised once the treasurer's position is filled in July 2021.

Approve:

Tom Koenigsfeld, WCVB President

Danielle Dulin, Interim City Manager

Marcella McCoy, City Finance Director

Marcy Barnhart, WCVB Director

Travel & Tourism Guide



Our Travel & Tourism series invites the active, affluent readers of 417 Magazine to your regional travel destination through this multimedia campaign. Along with your display ad, your business receives advertorial that runs in both the print issue and as native content on 417mag.com.

***Did you know?**

61% of our readers are planning to travel in the next 12 months

51% of our readers are planning weekend and day trip getaways

53% of US travelers report using a printed source in planning their travel

78% of our readers frequently purchase products/services seen in the magazine

April 2021

Ultimate Guide to Breakfast
Space closes 2/12/2021

September 2021

Fall Festivals
Space closes 7/16/2021

Add on Advertorial

\$600 250 words, 1 photo*

\$500 200 words, 1 photo*

\$400 150 words, 1 photo*

\$300 100 words, 1 photo*

	6x	2x	Advertorial
Full Page	\$2,785 + Advo in April & Sept.	\$3,780 + Advo in April or Sept.	250 words, photo*
2/3 Page	\$2,334 + Advo in April & Sept.	\$3,363 + Advo in April or Sept.	200 words, photo*
1/2 Page	\$2,020 + Advo in April & Sept.	\$2,733 + Advo in April or Sept.	150 words, photo*
1/3 Page	\$1,321 + Advo in April & Sept.	\$1,897 + Advo in April or Sept.	100 words, photo*
1/4 Page	-	\$597	-

Ad Stack Only, \$680 for 1x

PLUS

Digital Exposure on 417mag.com



Global Directory Listing

- This includes:
- Profile information
 - A link to your website
 - Three photos
 - Map to your location
 - Contact information

PLUS Submit a video at no extra cost!

Renew your lifetime listing for \$50/year



Native Content

The entire Travel & Tourism section runs as native content on 417mag.com and is SEO-optimized for maximum exposure, giving you invaluable access to our highly engaged digital audience.

value
\$600

Call 417-883-7417 for more details on this package.



*Photo may or may not be included, depending on section layout

Source: 2016, 2019 Circulation Verification Council Publication Audit Report and Digital Audit 2016



417 Magazine
 2111 South Eastgate
 Springfield, MO 65809

Warrensburg Chamber of Commerce

Sold To
 Marcy Bryant
 100 S Holden St
 Warrensburg, MO 64093

Bill To
 Marcy Bryant
 100 S Holden St
 Warrensburg, MO 64093

Proposal #: 128586
Date: Feb 09, 2021
Account Rep: Jami Wightman

Billing Email
 marcy.bryant@warrensburg-mo.com

Product	Rate	Discount	Taxable	Net
Print Magazine 417 Magazine				
April 2021 - Travel & Tourism - 1/3H - 4.875 x 4.875 Inches	\$1,897.00	\$0.00		\$1,897.00
April 2021 - Travel & Tourism - Travel & Tourism Advo - 1/3 (100 words, no photo) - 2.375 x 4.875 Inches	\$0.00	\$0.00		\$0.00
September 2021 - Travel & Tourism - 1/3H - 4.875 x 4.875 Inches	\$1,897.00	\$0.00		\$1,897.00
Sub Total:				\$3,794.00
Directory Directory Listing				
Travel - 1 x 1 Apr 01, 2021 - Apr 30, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 May 01, 2021 - May 31, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Jun 01, 2021 - Jun 30, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Jul 01, 2021 - Jul 31, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Aug 01, 2021 - Aug 31, 2021	\$30.00	\$30.00		\$0.00
Travel - 1 x 1 Sep 01, 2021 - Sep 30, 2021	\$30.00	\$30.00		\$0.00
Sub Total:				\$0.00
Sub Total				\$3,794.00
Discount				\$0.00
Tax				\$0.00
Total				\$3,794.00

Terms and Conditions

For instruction on your Client Portal, please see below.

Sales Agreement:

Invoices are sent upon issue release date and are due in full on the 15th of the month. If payment is not received by the end of that month, a statement is sent and a courtesy call is made to receive payment. If payment is not received by the 15th of the following month, your credit or debit card will automatically be charged on the 16th (or first business day thereafter). 417 Magazine requires a valid credit card to be on file.

New advertisers must pay for their first ad upfront, unless other arrangements are made. The card on file will be charged. Ad production is included, with up to two revisions, which includes the use of copywriting, stock photography, catalog photography or existing photography. All ad and photo rights are owned by 417 Magazine. If you are interested in using your ad or photo for other publications or personal use please contact the Client Services Director for pricing.



417 Magazine
 2111 South Eastgate
 Springfield, MO 65809

Warrensburg Convention & Visitors Bureau

Sold To
 Marcy Bryant
 407A East Russell, Suite 2
 Warrensburg, MO 64093

Bill To
 Marcy Bryant
 407A East Russell, Suite 2
 Warrensburg, MO 64093

Proposal #: 128646
Date: Mar 09, 2021
Account Rep: Jami Wightman

Billing Email
 marcy.bryant@warrensburg-mo.com

Product	Rate	Discount	Taxable	Net
Print Magazine 417 Magazine				
September 2021 - Travel & Tourism - 1/3V - 2.375 x 10 Inches	\$1,897.00	\$0.00		\$1,897.00
September 2021 - Travel & Tourism - Travel & Tourism Advo - 1/3 (100 words, no photo) - 2.375 x 4.875 Inches	\$0.00	\$0.00		\$0.00
Sub Total:				\$1,897.00

Sub Total	\$1,897.00
Discount	\$0.00
Tax	\$0.00
Total	\$1,897.00

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Should an account become delinquent, 417 Magazine reserves the right to refuse to publish further advertising until payment is received in full. Advertiser agrees to pay any costs of collection incurred by the publication, including collection agency fees, court costs, attorney's fees and other associated costs.

Unless stated otherwise, a 15% commission to recognized advertising agencies is allowed on display space when camera-ready art is provided. Agencies hired mid-contract receive 7.5% when camera-ready art is provided. A 7.5% commission to recognized advertising agencies is allowed if camera-ready art is not provided. Agency commission is not applicable if account is more than 45 days past due. This signed contract is a personal guarantee that cannot be revoked.

Advertisements may be canceled only by written confirmation from the Advertiser or Agency. Cancellations cannot be accepted after the space closing date or within 60 days of publication release date. This contract amount is based on a frequency, and should cancellation occur, the amount may be adjusted to reflect the number of ads ran at time of cancellation.

WCVB Board Meeting

Meeting: March 11, 2021

Item: Advertising 417 magazine

Overview:

417 Magazine contacted me early February regarding the WCVB advertising in the publications travel and tourism issues. The issues are distributed in April and September. By advertising in both issues, a discount would be provided. The package includes two 1/3 page ads, listing in the digital directory (April-Sept) and an advertorial. The total package is at a cost of \$3,794.

Having never advertised with the publication, I asked if we could do the April ad and then decide to proceed with September. The cost of the April issue is \$1,897. 417 agreed to proceed with September pending the WCVB's approval of package at a later date. Working with them on the April print/digital pieces was a positive experience.

417 Magazine has 135,000 subscribers and approximately 72,000 monthly visitors to their website. A large portion of the subscribers are in southwest Missouri. The WCVB has not focused on the 417 area with past marketing efforts.

Staff Recommendation:

Staff recommends the board approve the WCVB to proceed with the September ad with 417 magazine, thus approving the total package of \$3,794. If the board does not want to proceed with the September ad, the WCVB will continue with only the April ad at a cost of \$1,897.

The cost of the package is included in the FY 20-21 budget.

Additional Resources:

Proposed total package agreement dated Feb. 9, 2021

Agreement for only the September ad dated March 9, 2021

WCVB Board Meeting

Meeting: March 11, 2021

Item: Website Update

Overview:

In 2017, the WCVB entered into an agreement with CivicPlus to redesign the website. The basic department header was selected at that time due to budget restraints. The agreement provided an update of design at no expense the third year of the agreement (2020).

In 2020, Civic Plus presented the WCVB an opportunity to upgrade the page with an upgraded department header package at a cost. The WCVB Board approved the upgrade at a cost of \$4,249. The upgrade offered the WCVB the opportunity to make the pages stand out from the City of Warrensburg pages while incorporating the organization's style guide.

Warrensburg-mo.com is the main site. VisitWarrensburg.com is under the City's site as a department header. You will notice similarity throughout the two sites. You will also notice VisitWarrensburg.com was built out according to the style guide adopted January 2020.

The VisitWarrensburg.com redesigned site launched Wednesday, March 3. We will preview the site during the WCVB Board meeting.

Additional Resources:

VisitWarrensburg.com

WCVB DIRECTOR'S REPORT
Marcy Bryant, Director of Tourism
March 8, 2021

Recap: WCVB Received Grants

Since October 2020, the WCVB has received \$101,907 in grant funding. A percentage of the amount received was posted to FY 20-21, as the expenses occurred during that fiscal year.

The WCVB has been awarded \$30,410 since January 2021 to assist with advertising expenses. The grants are reimbursement, minimal match. The funds will be received in FY 20-21. The WCVB was recently notified it has received the Missouri Division of Tourism Marketing Matching Grant 2.0 for \$21,739.

In less than a year, the WCVB will have administered over \$130,000 in grant funding. Most of the funds, more than 80%, have/will be utilized for advertising expenses. A big thank you to the City Finance Department for all their support and assistance with the grant administration.

Website

VisitWarrensburg.com has been redesigned and launched. The WCVB Board approved the expense of upgrading the department header package. The upgrade allowed the WCVB to utilize features not available on the basic department header package. The WCVB greatly appreciates the City allowing the WCVB to partner on this project. We had a friendly reminder when Covid hit how important our digital presence is.

UCM 150 Celebration in 2021 - 150 Years of Education For Service

The WCVB along with the Warrensburg Chamber and Warrensburg Main Street are serving on UCM's Sesquicentennial committee. The three organizations are working together to host events 2021 in collaboration with UCM Alumni and Foundation and other departments/offices to show appreciation to UCM faculty, staff, and students. The celebration's website is **150.UCMO.edu**. A list of events is included on the site.

UCM 150 Upcoming Event: Thursday, March 25

UCM Historic Tour and Ghost Buildings of the Great Fire

Register at [facebook.com/events/473627033661889](https://www.facebook.com/events/473627033661889)

The event is free. The WCVB, Chamber of Commerce and Warrensburg Main Street are sponsoring the event by providing flashlights and refreshments.

WCVB 2021 Community Grant Program Updates

At the February WCVB Board meeting, the WCVB Board approved adding additional application dates and opening the eligibility requirement to 501c6 nonprofit organizations.

To advertise the revisions, I have posted on the Visit Warrensburg FB page, updated the website (including a news flash spotlight), distributed a press release to local media and sent an email to past grant recipients. Notifications will be made throughout the grant program.

As of March 8, one application has been submitted for the March 27 deadline.

Groups: NCAA Women's BB Central Region Tournament (March 12-15)

The tournament will be played at UCM's Multipurpose Building. We have some teams and the NCAA officials and staff staying in Warrensburg. We offered to provide individual bags with community information (map, restaurant guide, etc.) the hotel staff can distribute to guests. Due to Covid precautions, material distribution looks a bit different. A limited number of spectators will be allowed. Tickets are available on the UCM Athletics website. The tournament's organization is being handled by the NCAA and not UCM Athletics.

WCVB Board Meetings

The WCVB continues to meet via Zoom the second Thursday of the month at 10 a.m. The log in information is on the meeting's agenda and on the VisitWarrensburg.com site.

Upcoming Events:

April 28-30

MACVB Conference, Independence MO

August 10, 2021

In celebration of the 200th anniversary of Missouri's statehood. We will be working with the City of Warrensburg to bring this event to the Burg. To learn more about the statewide event, visit missouri2021.org/ice-cream-social. More details to come for the event here in Warrensburg.

Upcoming Projects:

WCVB Strategic Plan (Update)

The WCVB has a strategic plan, but it needs to be revised. The plan was adopted January 2019, prior to the lodging tax increase in April and Visitor Center relocation in July. Several of the goals were focused on these two items.

The WCVB Board will meet in July to revise.

WCVB Budget FY 21-22

A preliminary budget will be presented for review at the July meeting. Following the strategic plan update, the budget will have necessary revisions made and presented to the board for approval (tentatively at the August WCVB Board Meeting).

Summer Social Media Campaign

In 2020, the WCVB adopted its brand with a new logo and callout...Small Town + Big Soul. This summer, we are working on a social media campaign that will focus on those who make our community what it is. Those working behind the scenes, making the Burg the vibrant, dynamic community we all know it to be.