



Warrensburg Convention and Visitors Bureau  
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg  
Wednesday, April 3 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 Previous Meeting-March 6, 2019  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 030619.PDF](#)

5. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT 040119.PDF](#)

6. Lodging Tax Increase Informational Campaign Update  
Marcy Bryant, Tourism Director
7. Director's Report  
Marcy Bryant, Tourism Director

Documents:

[DR 040319 CVB BOARD REPORT.PDF](#)

8. Appearances By The Public
9. Board Comments  
WCVB Board Members
10. 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  
March 6, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, March 6 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, Chelsea Cantrell, Sandra Irle, Ginny McTighe, and Diane Whitworth and ex-officio member Danielle Fesler: Absent: Tom Koenigsfeld and Mason Wirsig; and ex-officio members Danielle Johnston and Harold Stewart.

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 February 14, 2019 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Irle. The motion passed.

Financial report provided by the WCVB director.

The director provided an update on the Lodging Tax increase ballot measure on the City of Warrensburg April 2, 2019 General Municipal Election. An updated presentation schedule was shared. The informational handbill was distributed. Board members were encouraged to share them with the stakeholders they had identified. The Board will need to approve a revised budget due to election costs.

The marketing committee chair Chelsea Cantrell provided an update on the rebranding process. The committee met Wednesday, February 27. The completion dates for the actions identified in the WCVB strategic plan-Goal one were updated. The WCVB will be applying for the Missouri Division of Tourism Marketing Platform Grant. The grant is a 50/50 grant, covering up to \$5,000. The grant application deadline is Friday, May 3. The RFP for the research and development of a brand for the WCVB will be distributed Monday, April 1.

The director presented the director's report. The board members present moved the June WCVB meeting from Wednesday, June 5 to Wednesday, June 12. Same time-3:30 p.m. and same place-Council Chambers, 200 S. Holden.

No miscellaneous items or public comments were presented.

Irle 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, Cantrell, Irle, McTighe and Whitworth  
Absent: Koenigsfeld and Wirsig



FINANCIAL REPORT\*

APRIL 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	\$ 5,099.65	\$ 2,369.35	\$ 7,469.00
WORKERS COMPENSATION	\$ 99.06	\$ 25.94	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 7,619.31	\$ 4,512.69	\$ 12,132.00
CELL PHONE	\$ 397.65	\$ 322.35	\$ 720.00
OUTSIDE SERVICES	\$ 465.00	\$ 135.00	\$ 600.00
INSURANCE	\$ 97.00	\$ 1,603.00	\$ 1,700.00
TRAINING & TRAVEL	\$ 5,650.37	\$ 2,484.63	\$ 8,135.00
DUES & MEMBERSHIPS	\$ 1,755.80	\$ 591.20	\$ 2,347.00
MARKETING & COMMUNICATION	\$ 25,736.16	\$ 8,756.84	\$ 34,493.00
OTHER	\$ 41.50	\$ 41.50	\$ 50.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 12,000.00		\$ 12,000.00
<b>TOTALS</b>	<b>\$ 106,544.50</b>	<b>\$ 40,409.50</b>	<b>\$ 146,921.00</b>

27.50%

\*As of April 1, 2019

## CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

April 1, 2019

### Part-Time Position

Mike Greife was offered the communication coordinator position. Due to a delay in processing his fingerprints, his start day has not been set. Tentatively we are projecting him to be in the office by Monday, April 8. Mike and I met on Tuesday, March 26 to discuss in detail our goals for this position. He's excited to get started! We are too!

### Lodging Tax Election

The informational campaign has been my number one priority. We've had more than 40 presentations to clubs, organizations, FB live requests, radio shows, along with whomever will sit still! The last presentation is a radio show with Woody I was able to secure on Election Day at 8:30 a.m. for a minimum cost. The information was in The Daily Star-Journal five times (3 unpaid articles and 2 paid ads).

### 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 Update

The account with US Bank was closed as of Monday, March 18. As per the Board's approval at the August 2018 WCVB Meeting, we have moved our account to Equity Bank.

### Marketing RFP

- **Distribution of Proposals:** Monday, April 1
- **Written Questions Due:** Noon Friday, April 5
- **Q&A Posted to RFP participants:** Monday, April 8
- **Deadline for Proposals:** Tuesday, April 30 at 4 p.m. (CST)
- **RFP to be awarded:** May 1, 2019

### Event Info:

#### ***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

### 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 date has been revised to Wednesday, June 12.