



Warrensburg Convention and Visitors Bureau

10 a.m. Thursday, April 14, 2022

Warrensburg Municipal Center - Council Chambers, 200 S. Holden, Warrensburg  
MO 64093

1. Call To Order  
Tom Koenigsfeld, President
2. Roll Call  
Marcy Barnhart, Tourism Director
3. Adopt Agenda
4. Minutes Of Prior Meeting  
Marcy Barnhart, Tourism Director

Documents:

[MINUTES 03102022.PDF](#)

5. Recognition: National Volunteer Recognition Week - April 18-24, 2022
6. Financial Report  
Marcy Barnhart, Tourism Director

Documents:

[FINANCIAL REPORT APRIL 2022.PDF](#)

7. WCVB Strategic Plan Update  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTORS NOTES STRATEGIC PLAN UPDATE.PDF](#)

8. Director's Report  
Marcy Barnhart, Tourism Director

Documents:

9. Appearances By The Public
10. City Of Warrensburg Update  
Jim Kushner, City of Warrensburg Council Member

Danielle Dulin, City Manager

11. Board Comments  
WCVB Board Members
12. Other Business  
Marcy Barnhart, Tourism Director

WCVB Board

13. Tour Of 205 N Holden  
The Board will have an informal tour of the property at 205 N Holden.

All attendees, including City of Warrensburg Council, media and members of the public are invited to attend!

Next WCVB Board Meeting will be 10 a.m. Thursday, May 12 via Zoom

# Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, March 10, 2022

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, March 10, 2022 at 10:01 a.m. with President Tom Koenigsfeld presiding.

Roll was called as follows:

Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Diane Thompson and Diane Whitworth; exofficio members Danielle Dulin and Danielle Fesler

Absent: Scott Thomason; exofficio member Jim Kushner

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

Minutes of the February 10, 2022 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Brooks. Motion passed.

Financial report was provided by the WCVB director. As of March 2, 2022, 19% of budgeted expenses have been incurred. As of March 2, 2022, the total lodging tax posted for FY 21-22 is \$128,600. Total revenue (lodging tax and grants) posted as of the meeting date is \$161,614. Board was asked to note February transfers had not been posted. The financial report reflects the budget revisions approved October 14, 2021 for FY 21-22. The director did note the FY 21-22 budget will need to be revised to reflect the decrease in revenue from the lease of the office and apartment at 205 N Holden, the salary increase of the director's pay and the decrease in part-time staff expenses.

The director presented proposals for professional design services at 205 North Holden. William Graves, City of Warrensburg Senior Public Works Project Manager, presented information regarding the process and the City of Warrensburg's Contract for Services agreement. Two proposals were received: M Design LLC and Davidson Architecture & Engineering. Thompson made a motion to approve the director to sign into contract for services with M Design LLC per the City's Contract for Services agreement. The motion was seconded by McTighe. Motion passed.

The director updated the board on the WCVB committee's and progress on the WCVB's strategic plan.

The director's report was given. The director discussed upcoming projects and meetings. An update on the WCVB grant program and the Missouri Division of Tourism grant program (2021-2022 and 2022-2023) was provided. The Board was reminded the April WCVB Board meeting will be in-person. The meeting will include a tour of 205 N Holden.

City Manager Danielle Dulin provided the City of Warrensburg update.

No other items were presented.

FINANCIAL REPORT\*  
APRIL 2022

2021-2022 Budget  
Approved 8/25/2021  
Revised 10/14/2021

**EXPENSES**

	<b>FY22 BUDGET</b>	<b>DISBURSED</b>	<b>CURRENT BALANCE</b>
SALARIES & PT WAGES	\$ 68,800.00	\$ 25,966.02	\$ 42,833.98
EMPLOYEE TAXES	\$ 5,400.00	\$ 2,193.92	\$ 3,206.08
RETIREMENT	\$ 3,400.00	\$ 1,961.23	\$ 1,438.77
EMPLOYEE INSURANCE	\$ 9,780.00	\$ 3,443.12	\$ 6,336.88
WORKERS COMPENSATION	\$ 100.00	\$ 54.03	\$ 45.97

PROGRAM & OTHER SUPPLIES	\$ 21,400.00	\$ 6,339.21	\$ 15,060.79
UTILITIES	\$ 6,570.00	\$ 1,985.74	\$ 4,584.26
OUTSIDE SERVICES	\$ 66,500.00	\$ 9,854.84	\$ 56,645.16
INSURANCE	\$ 4,500.00	\$ 4,209.00	\$ 291.00
TRAINING & TRAVEL	\$ 2,600.00	\$ 1,088.09	\$ 1,511.91
DUES & MEMBERSHIPS	\$ 2,000.00	\$ 1,053.00	\$ 947.00
MARKETING & COMMUNICATION	\$ 155,000.00	\$ 39,476.37	\$ 115,523.63
OTHER - EMPLOYMENT	\$ 50.00	\$ -	\$ 50.00
CAPITAL - EQUIPMENT	\$ 100,000.00	\$ 199,196.10	\$ (99,196.10)
GRANT PROGRAM	\$ 15,000.00	\$ 1,000.00	\$ 14,000.00
LEASE AGREEMENT	\$ 16,000.00	\$ 8,060.93	\$ 7,939.07
<b>TOTALS</b>	<b>\$ 477,100.00</b>	<b>\$ 305,881.60</b>	<b>\$ 171,218.40</b>

As of April 12, 2022

64.11%

**REVENUE**

	<b>FY 22 BUDGET</b>	<b>COLLECTED</b>	<b>CURRENT BALANCE</b>
LODGING TAX	\$ 300,000.00	\$ 128,600.63	\$ 171,399.37
GRANTS-STATE	\$ 70,000.00	\$ 22,346.21	\$ 47,653.79
MERCHANDISE		\$ -	\$ -
INTEREST ON DEPOSITS	\$ 4,000.00	\$ 1,765.29	\$ 2,234.71
EARNINGS CREDIT	\$ 600.00	\$ 192.40	\$ 407.60
RENT	\$ 22,800.00	\$ 10,000.00	\$ 12,800.00
CLAIMS/REIMBURSEMENT		\$ 250.00	\$ (250.00)
<b>TOTALS</b>	<b>\$ 397,400.00</b>	<b>\$ 163,154.53</b>	<b>\$ 234,245.47</b>

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As of April 12, 2022

41%

\*Not Audited- Budget Approved 8/25/2021; Revised 10/14/2021

	Spent	Budgeted	Remaining	
<b>Salaries/Wages</b>				
Full-Time	\$ 25,966.02	\$ 55,000.00	\$ 29,033.98	0.472109455
Part-Time	<u>2473.62</u>	<u>13,800.00</u>	\$ 11,326.38	0.179247826
	\$ 25,966.02	\$ 68,800.00	\$ 42,833.98	0.377413081
<b>Employee Insurance</b>				
Dental	\$ 346.30	\$ 840.00	\$ 493.70	0.412261905
Health	\$ 2,907.82	\$ 8,500.00	\$ 5,592.18	0.342096471
Life	\$ 57.56	\$ 130.00	\$ 72.44	0.442769231
Short Term	\$ 73.37	\$ 180.00	\$ 106.63	0.407611111
Long Term	\$ 58.07	\$ 130.00	\$ 71.93	0.446692308
	<u>\$ 3,443.12</u>	<u>\$ 9,780.00</u>	<u>\$ 6,336.88</u>	<u>0.35205726</u>
<b>Program &amp; Other Supplies</b>				
Clothing	\$ 45.00	\$ 500.00	\$ 455.00	0
Computer Supplies	\$ 29.88	\$ 2,000.00	\$ 1,970.12	0.01494
Meeting Supplies		\$ 500.00	\$ 500.00	0
Maintenance Repairs & Supplies	\$ 2,127.33	\$ 1,500.00	\$ (627.33)	1.41822
Office Supplies	\$ 266.07	\$ 1,500.00	\$ 1,233.93	0.17738
Software	\$ 966.00	\$ 4,200.00	\$ 3,234.00	0.23
Food	\$ 371.01	\$ 700.00	\$ 328.99	0.530014286
Supplies-Non Categorized	<u>\$ 2,533.92</u>	<u>\$ 10,500.00</u>	<u>\$ 7,966.08</u>	<u>0.241325714</u>
	\$ 6,339.21	\$ 21,400.00	\$ 15,060.79	0.296224766
<b>Utilities</b>				
Sewer	\$ 83.42	\$ 300.00	\$ 216.58	0.278066667
Electric	\$ 701.59	\$ 2,250.00	\$ 1,548.41	0.311817778
Gas	\$ 222.51	\$ 1,500.00	\$ 1,277.49	0
Water	\$ 53.32	\$ 300.00	\$ 246.68	0.177733333
Data Access-Internet	\$ 624.90	\$ 1,500.00	\$ 875.10	0.4166
Cell Phone Reimbursement	\$ 300.00	\$ 720.00	\$ 420.00	0.416666667
	<u>\$ 1,985.74</u>	<u>\$ 6,570.00</u>	<u>\$ 4,584.26</u>	<u>0.302243531</u>
<b>Outside Services</b>				
Consulting Services		\$ 5,000.00	\$ 5,000.00	0
Financial Services	\$ 433.34	\$ 1,200.00	\$ 766.66	0.361116667
Legal Services	\$ 350.00	\$ 500.00	\$ 150.00	0.7
Services Non-Categorized	\$ 3,638.75	\$ 51,000.00	\$ 47,361.25	0.071348039
Contractual Services	\$ 5,432.75	\$ 8,800.00	\$ 3,367.25	0.617357955
	<u>\$ 9,854.84</u>	<u>\$ 66,500.00</u>	<u>\$ 56,645.16</u>	<u>0.148193083</u>
<b>Training &amp; Travel</b>				
Mileage	\$ 596.86	\$ 850.00	\$ 253.14	0.702188235
Travel Meals	\$ 36.40	\$ 200.00		0.182
Travel Room	\$ 129.83	\$ 800.00		0.1622875
Schools & Seminars	\$ 325.00	\$ 750.00	\$ 425.00	0.433333333
	<u>\$ 1,088.09</u>	<u>\$ 2,600.00</u>	<u>\$ 1,511.91</u>	<u>0.418496154</u>
<b>Capital Outlay</b>				
	\$ 199,196.10	\$ 100,000.00	\$ (99,196.10)	1.991961
<b>Marketing &amp; Communication</b>				
Advertising	\$ 37,154.34	\$ 147,850.00	\$ 110,695.66	0.251297531
Postage	\$ 89.50	\$ 500.00	\$ 410.50	0.179
Printing & Binding	\$ 1,074.38	\$ 4,500.00	\$ 3,425.62	0.238751111
Shows/Expos/Event Expense		\$ 650.00	\$ 650.00	0
Communication-Non-Categorized	\$ 1,158.15	\$ 1,500.00	\$ 341.85	0.7721
	<u>\$ 39,476.37</u>	<u>\$ 155,000.00</u>	<u>\$ 115,523.63</u>	<u>0.254686258</u>
<b>LEASE (407A East Russell Ave, ST. 2)</b>				
	\$ 8,060.93	\$ 16,000.00	\$ 7,939.07	0.503808125
<b>Community Agreements</b>				
	\$ 1,000.00	\$ 15,000.00	\$ 14,000.00	0.066666667

\*Cleaning Services & Printer/Copier Agreement

2021-2022 Budget-approved Aug 25,2021  
Revised 10/14/2021

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	

## WCVB Board Meeting

**Meeting:** April 14, 2022

**Item:** Strategic Plan Update/Committee Updates

*\*\*Exofficio to all Committees as per WCVB Bylaws: Tom Koenigsfeld, WCVB President*

### Overview:

Goal: 1-Visitor Center

**Visitor Center Committee:** Dana Phelps, Diane Whitworth, Danielle Dulin and Jim Kushner

*The Committee meets the first Wednesday of the month at 9 a.m. via Zoom.*

Committee met Wednesday, April 6

Next Meeting: 9 a.m. Wednesday, May 4 via Zoom

205 N Holden: future home of the Warrensburg Visitor Center!

The property is vacant.

M Design is working on a preliminary plan of the renovation of the property at 205 N Holden. The goal is to present to the Visitor Center Committee at their May meeting and the entire Board at the May Board meeting.

The Warrensburg Visitor Center will close to the public on Tuesday, April 26 at the property at 407A East Russell Ave, St. 2, and reopen to the public on Wednesday, May 4 at 200 S. Holden. This will be interim during the renovation of 205 N. Holden.

Goal 2-Visitor Profile and Goal 3-Marketing Plan

**\*\*No Update**

**Marketing Committee:** Diane Thompson, Kelly Brooks and Dana Phelps

Committee's last meeting was January 28.

WCVB will work to apply for Missouri Division of Tourism Marketing Platform Grant to offset the cost of the Visitor Profile Study. WCVB will work with MDT staff throughout this project.

The Visitor Profile Study will be completed in 2023. After discussing with MDT research staff, we feel it would be best to wait until the impact of Covid has lessened on the tourism industry. It's recommended a visitor profile study be completed every 5-7 years. We will work with Johnson County Economic Development to ensure the research being obtained will assist them as well.

We plan to apply for the MDT Marketing Platform Grant in 2023 to assist with the cost of the study. Currently the reimbursement grant will cover up to \$5,000 of the project's cost.



Parts of Goal 4: Foster Relationships (Grant Program)

**Grant:** Ginny McTighe and Kelly Brooks

Committee's last meeting was Wednesday, December 1.

First grant application deadline was Friday, January 28, 2022. The next upcoming deadline is Friday, April 29, 2022. The grant upcoming deadline has been publicized through social media, KOKO 1450 AM, Star Journal, Warrensburg Chamber Flash and the Johnson County Economic Development e-newsletter. An email was sent to prior applicants/recipients.

Goal 5-Financial Stability/Sustainability

**Finance:** Ginny McTighe and Diane Whitworth

Committee's last meeting Wednesday, December 1.

Staff will work with the Committee and City Finance Department to draft financial goals for the organization and a financial procedure manual. The goals will be presented to the Board for approval.

Work on the FY 22-23 Budget will begin late April/early May.

**WCVB DIRECTOR'S REPORT**  
Marcy Barnhart, Director of Tourism  
April 12, 2022

**April Meeting**

The next WCVB Board meeting will be in-person *10 am Thursday, April 14*. The meeting will start with housecleaning items (minutes, financial reports, etc.) and then we will take a tour of 205 N Holden Street-the future home of the Warrensburg Visitor Center. The WCVB would like to welcome the City Council and any City staff to join the Board on the tour.

**National Volunteer Recognition Month**

Thank you to the WCVB Board for serving on the Board. You volunteer your time and support to help the WCVB accomplish its mission. Thank you!

**2022 WCVB Board Meetings**

In 2022, the WCVB Board Meetings will be held in-person quarterly and by Zoom in-between. Information regarding the meetings can be found on the City's and WCVB's websites. The in-person meetings will be held at the Municipal Building in the Council Chambers.

The Board meets the second Thursday of the month at 10 a.m.

**2022 Meeting Schedule:**

<b>In-Person</b>	<b>Zoom</b>
January	February
April	March
July	May
October	June
	August
	September
	November
	December

**Visitor Center Relocation**

The day-to-day operations of the Warrensburg Visitor Center will move to its prior location in the Warrensburg Municipal Center effective May 4, 2022. The Center at 407A East Russell Ave, St. 2, will close to the public on Tuesday, April 26 at 4 p.m. and reopen Wednesday, May 4 at 200 S. Holden-Council Chambers.

This move will be interim until the renovations at 205 N Holden are completed.

**Grant Update**

*MDT Grant Program:*

The spring/summer digital ad campaign included in the Missouri Division of Tourism's Marketing Matching Grant 2022 program launched April 1! The campaign is incorporating Instagram and Facebook. It is targeting those in Missouri, Oklahoma, Kansas, Nebraska and Iowa.

The MDT MMG 2022-2023 application deadline is May 27, 2022. The WCVB is eligible to apply for up to \$25,000. Staff is reviewing and will present the application to the Board at the May WCVB Board meeting. The WCVB received \$70,000 from the MDT MMG Program in 2021-2022.

*WCVB 2022 Grant Program:*

The next application deadline is Friday, April 29. A press release was distributed to local media. Numerous posts have been made on social media regarding the program. Information was included in the Chamber Flash and Johnson County Economic Development Corporation newsletter. Emails were sent to past recipients.

**Advertising Support**

The WCVB placed a full-page ad in the Missouri Life magazine June issue highlighting summer fun in the Burg. The ad incorporates images from Nassif, Warrensburg Farmers Market, Lions Lake, Meyers Market (Warrensburg downtown) and July 4<sup>th</sup> events. The WCVB sponsored content in the April 13 e-newsletter Missouri Life distributes highlighting the Warrensburg Farmers' Market. A full-page ad was placed in the Terrain magazine June/July issue highlighting Spirit Trail, Lions Lake Trail, area golfing and Knob Noster State Park.

The spring/summer digital campaign includes images of Warrensburg Parks and Recreation parks and facilities, Spirit Trail, Warrensburg's downtown, Knob Noster State Park, Powell Gardens, UCM Bowling Center, and more.

### **Social Media**

We are working on a special campaign similar to the one we ran in the winter (Small Town + Big Soul). This organic campaign will focus on the fun spring/summer attractions and events in the area. We have approximately 10 individuals from different organizations participating. I will update you on the tentative launch date.

National Tourism Week (May 1-7) will be an opportunity for us to highlight the teams at all our hotels. They make it happen! We can't thank them enough. We will work with each hotel to get a picture to use in the spotlight.

### **WCVB Important Dates**

- April 13 MORPAC Quarterly Meeting in Jefferson City-Visitor Center Closed
- April 14 WCVB April Board Meeting In-Person!
- April 26 Care Connection Volunteer Fair at the Johnson County Fairgrounds (Presentation at 9 a.m.)
- April 27-May 3 Warrensburg Visitor Center Closed
- April 28 MTA Educational Workshop in Jefferson City
- April 29 WCVB Community Grant Application Deadline
- May 1-7 National Tourism Week!
- May 2-National Tourism Week Recognition at Amtrak Station at 9:34 a.m.
- May 3 WCVB on KOKO at 8:45 a.m.
- May 4 Warrensburg Visitor Center OPEN at 200 S. Holden (Warrensburg Municipal Center)
- May 12 WCVB May Board Meeting Zoom