



Warrensburg Convention and Visitors Bureau  
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg  
Wednesday, Sept. 4 3:30 p.m.

1. Call To Order  
Tom Koenigsfeld, President
2. Roll Call  
Marcy Bryant, Tourism Director
3. Adopt Agenda  
Marcy Bryant, Tourism Director
4. Approval Of Minutes-August 14, 2019  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 081419.PDF](#)

5. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT SEPT 2019.PDF](#)

6. FY 18-19 Revised Budget/FY 19-20 Budget Approval  
Marcy Bryant, Tourism Director

Documents:

[WCVB FUND FY 19-20 DRAFT.PDF](#)  
[WCVB FY 19-20 BUDGET DIRECTOR NOTES.PDF](#)

7. Review Of Contract For Services Between WCVB And The City Of Warrensburg  
Marcy Bryant, Tourism Director

Documents:

[2018-2019 CONTRACT WITH WCVB AND CITY.PDF](#)  
[CONTRACT FOR SERVICES BETWEEN CITY AND WCVB DIRECTOR NOTES.PDF](#)

8. WCVB Marketing Committee Update  
Chelsea Cantrell, Marketing Committee Chair

Documents:

[WCVB MARKETING COMMITTEE UPDATE .PDF](#)

9. WCVB Grant Committee Appointment  
Marcy Bryant, Tourism Director

Documents:

[WCVB GRANT COMMITTEE APPOINTMENT .PDF](#)

10. Director's Report  
Marcy Bryant, Tourism Director

Documents:

[DR 082919 BOARD REPORT.PDF](#)

11. Appearances By The Public

12. Board Comments  
WCVB Board Members

13. Adjournment  
Tom Koenigsfeld, President

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

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

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, August 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, Chelsea Cantrell, Diane Whitworth and Mason Wirsig; Exofficio member Danielle Fesler; Absent: Tom Koenigsfeld, Sandra Irle and Ginny McTighe (Irle joined at 3:40 p.m.); and ex-officio members Bryan Jacobs and Harold Stewart.

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

Minutes of the July 1, 2019 WCVB meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was second by Brunsvold. Motion passed.

Financial report provided by the WCVB director.

Directors report was provided by the WCVB director.

The board recognized Kirsti Brunsvold and her service to the WCVB.

No miscellaneous items or public comments were presented.

Sine Die

The board recognized the appointment of Scott Thomason to the WCVB. Thomason is a staff member of UCM Athletics.

Roll call was taken: Present Cantrell, Irle, Wirsig and Whitworth. Absent: Koenigsfeld, McTighe and Thomason.

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

Wirsig made a motion the following members be appointed for officers:

President Tom Koenigsfeld

Vice President Chelsea Cantrell

Treasurer Mason Wirsig

Secretary Diane Whitworth

The motion was seconded by Cantrell. Motion passed.

Wirsig made a motion the following be approved as signers on the WCVB account with Equity Bank: Tom Koenigsfeld, Mason Wirsig, Harold Stewart, Matthew Lue and Marcy B. Bryant; and Kirsti Brunsvold be removed. The motion was second by Whitworth. Motion passed.

Director presented the first draft of the FY 19-20 WCVB Budget. The budget will be presented for approval at the WCVB September 4 meeting.



The director presented the Warrensburg Economic Coalition Partnership Plan. Cantrell made a motion the WCVB be a partner of WEC and endorse the organization's plan. The motion was second by Irle. Motion passed.

The director presented a revision to the WCVB's bylaws. The WCVB's primary office location listed in Article II, Office, Records, Seal. Section 1: Principal Office needs to be updated to 407A East Russell Ave, Ste. 2 from 200 S. Holden. Irle made motion the WCVB's bylaws be updated with the office's current location. The motion was seconded by Wirsig. Motion passed.

No further business was presented.

Irle made a motion the board adjourn. The motion was seconded by Cantrell. Motion passed.



FINANCIAL REPORT\*

SEPT 2019

	CURRENT	DISBURSED	FY19 Budget
SALARIES & PT WAGES	\$ 10,316.11	\$ 48,923.89	\$ 59,240.00
EMPLOYEE TAXES	\$ 762.40	\$ 3,770.60	\$ 4,533.00
RETIREMENT	\$ 480.38	\$ 2,896.62	\$ 3,377.00
EMPLOYEE INSURANCE	\$ 945.25	\$ 6,523.75	\$ 7,469.00
WORKERS COMPENSATION	\$ 42.53	\$ 82.47	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ (14,825.58)	\$ 26,957.58	\$ 12,132.00
UTILITIES	\$ (89.91)	\$ 809.91	\$ 720.00
OUTSIDE SERVICES	\$ (133.11)	\$ 733.11	\$ 600.00
INSURANCE	\$ 97.00	\$ 1,603.00	\$ 1,700.00
TRAINING & TRAVEL	\$ 4,507.00	\$ 3,628.00	\$ 8,135.00
DUES & MEMBERSHIPS	\$ 1,725.10	\$ 621.90	\$ 2,347.00
MARKETING & COMMUNICATION	\$ (1,029.13)	\$ 35,522.13	\$ 34,493.00
OTHER	\$ 41.50	\$ 41.50	\$ 50.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 9,000.00	\$ 3,000.00	\$ 12,000.00
LEASE AGREEMENT*	\$ -	\$ 4,460.00	
<b>TOTALS</b>	<b>\$ 11,839.54</b>	<b>\$ 139,574.46</b>	<b>\$ 146,921.00</b>

95.00%

\*LEASE AGREEMENT CATEGORY ADDED JUNE 2019 REPORT.

\*As of August 29, 2019

Warrensburg Convention and Visitors Bureau

2019-2020 BUDGET

Account Number	Description	FY17-18 Actual	FY18-19 Budget	FY18-19 Amended Budget	FY 19-20 Proposed	
<b>Projected Cash Balance at October 1, 2019</b>						<b>\$ 222,000.00</b>
<b>REVENUES</b>						
830-51905	Taxes-Lodging	\$ 145,777.00	\$ 135,000.00	\$ 170,000.00	\$ 288,000.00	
830-52200	Grants-State	\$ 4,823.00	\$ 7,161.00	\$ 7,161.00	\$ 29,375.00	
830-55105	Admissions	\$ -	\$ -			
830-55115	Advertising	\$ -	\$ -			
830-57105	Interest on Deposits	\$ 17.53	\$ 3,960.00	\$ 5,067.00	\$ 6,000.00	
830-59910	Claims/Reimbursement	\$ 18.15	\$ -	\$ 200.00		
830-59930	Transfer from Other Source	\$ -	\$ -			
830-55190	Retail	\$ -	\$ 750.00	\$ 20.00	\$ 150.00	
<b>Total Revenues</b>		<b>\$ 150,635.68</b>	<b>\$ 146,871.00</b>	<b>\$ 182,448.00</b>	<b>\$ 323,525.00</b>	
<b>Personnel Expenses</b>						
830-611-1101	Wages Full Time	\$ 50,524.00	\$ 49,440.00	\$ 48,000.00	\$ 51,320.00	
830-611-1102	Wages Part Time	\$ -	\$ 9,800.00	\$ 7,000.00	\$ 11,244.00	
830-611-1103	Wages-Overtime	\$ -	\$ -	\$ -	\$ -	
830-611-2101	FICA	\$ 3,861.00	\$ 4,533.00	\$ 4,503.00	\$ 4,786.07	
830-611-2201	Retirement-Lagers	\$ 3,136.00	\$ 3,377.00	\$ 3,652.00	\$ 3,182.00	
830-611-2301	Insurance-Dental	\$ 831.00	\$ 832.00	\$ 834.08	\$ 832.00	
830-611-2302	Insurance-Health	\$ 5,932.00	\$ 6,180.00	\$ 5,815.00	\$ 5,813.00	
830-611-2304	Insurance-Life	\$ 123.00	\$ 120.00	\$ 128.00	\$ 130.00	
830-611-2305	Insurance-Short-Term Disability	\$ 229.00	\$ 226.00	\$ 236.00	\$ 250.00	
830-611-2306	Insurance-Long-Term Disability	\$ 112.00	\$ 111.00	\$ 116.00	\$ 120.00	
830-611-2401	Worker's Compensation	\$ 94.00	\$ 125.00	\$ 92.00	\$ 125.00	
<b>Total Personnel Expenses</b>		<b>\$ 64,842.00</b>	<b>\$ 74,744.00</b>	<b>\$ 70,376.08</b>	<b>\$ 77,802.07</b>	
<b>Expenditures:Commodities</b>						
830-611-3102	Retail	\$ -	\$ 2,000.00	\$ 220.00	\$ 1,000.00	
830-611-4102	Clothing	\$ 75.00	\$ 350.00	\$ 187.00	\$ 500.00	
830-611-4103	Computer Supplies	\$ 42.25	\$ 2,500.00	\$ 5,418.00	\$ 3,000.00	
830-611-4107	Maintenance Repairs & Supplies	\$ -	\$ -	\$ -	\$ 7,000.00	
830-611-4108	Meeting Supplies	\$ 41.89	\$ 250.00	\$ 525.00	\$ 500.00	
830-611-4109	Office Supplies	\$ 395.61	\$ 750.00	\$ 750.00	\$ 1,500.00	
830-611-4114	Software	\$ 486.15	\$ 744.00	\$ 1,450.00	\$ 2,500.00	
830-611-4117	Food	\$ 190.24	\$ 300.00	\$ 350.00	\$ 600.00	
830-611-4199	Supplies Non-Categorized	\$ 528.59	\$ 5,238.00	\$ 15,000.00	\$ 10,000.00	
<b>Total Non-Categorized</b>		<b>\$ 1,759.73</b>	<b>\$ 12,132.00</b>	<b>\$ 23,900.00</b>	<b>\$ 26,600.00</b>	
<b>Services</b>						
830-611-5106	Utility-Telephone	\$ -	\$ -	\$ -	\$ -	
830-611-5107	Utility-Data Access	\$ 631.58	\$ 720.00	\$ 2,100.00	\$ 3,000.00	
830-611-5109	Utility-Sewer	\$ -	\$ -	\$ 200.00	\$ 600.00	
830-611-5103	Utility-Water	\$ -	\$ -	\$ 200.00	\$ 600.00	
830-611-5101	Utility-Electric	\$ -	\$ -	\$ 1,100.00	\$ 2,400.00	
830-611-5102	Utility-Gas	\$ -	\$ -	\$ -	\$ -	
	Printer/Copier Agreement	\$ -	\$ -	\$ 552.00	\$ 1,656.00	
830-611-5299	Contractual Services	\$ -	\$ -	\$ 390.00	\$ 1,560.00	
830-611-5202	Consulting	\$ -	\$ -	\$ -	\$ 8,500.00	
830-611-5203	Financial Services	\$ 25.00	\$ 100.00	\$ 700.00	\$ 1,000.00	
830-611-5206	Legal Services	\$ 121.25	\$ 500.00	\$ 225.00	\$ 500.00	
830-611-5209	Rent/Lease	\$ -	\$ -	\$ 5,575.00	\$ 14,000.00	
830-611-5301	Property Insurance	\$ 1,603.00	\$ 1,700.00	\$ 1,603.00	\$ 2,000.00	
830-611-5401	Travel Meals	\$ 55.90	\$ 300.00	\$ 100.00	\$ 300.00	
830-611-5402	Mileage	\$ 961.79	\$ 2,000.00	\$ 1,250.00	\$ 2,000.00	
830-611-5403	Travel Rooms	\$ 697.22	\$ 1,440.00	\$ 1,440.00	\$ 1,750.00	
830-611-5404	Schools and Seminars	\$ 1,020.00	\$ 4,395.00	\$ 3,000.00	\$ 7,000.00	
830-611-5501	Dues and Memberships	\$ 674.80	\$ 2,347.00	\$ 1,275.00	\$ 3,702.00	
830-611-5601	Advertising	\$ 20,995.70	\$ 24,117.00	\$ 39,117.00	\$ 90,704.93	
830-611-5602	Postage	\$ 125.31	\$ 426.00	\$ 150.00	\$ 600.00	
830-611-5603	Printing and Binding	\$ 780.26	\$ 3,000.00	\$ 1,250.00	\$ 5,500.00	
830-611-5604	Shows/Expo/Events Expense	\$ 374.56	\$ 1,000.00	\$ 550.00	\$ 2,000.00	
830-611-5699	Communication-Non Categorized	\$ 7,295.00	\$ 650.00	\$ 650.00	\$ 650.00	
830-611-5904	Employment	\$ -	\$ 50.00	\$ 42.00	\$ 100.00	
830-611-5999	Services Non-Categorized	\$ 40.34	\$ 5,250.00	\$ 6,100.00	\$ 17,000.00	
<b>Total Services</b>		<b>\$ 35,401.71</b>	<b>\$ 47,995.00</b>	<b>\$ 67,569.00</b>	<b>\$ 167,122.93</b>	
<b>Capital Outlay</b>						
830-611-6206	Equipment-Office	\$ -	\$ -	\$ -	\$ -	
<b>Total Capital Outlay</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
<b>Non-Categorized</b>						
830-611-9301	Community Agreements	\$ 6,688.92	\$ 12,000.00	\$ 4,750.00	\$ 12,000.00	
<b>Non-Categorized</b>		<b>\$ 6,688.92</b>	<b>\$ 12,000.00</b>	<b>\$ 4,750.00</b>	<b>\$ 12,000.00</b>	
<b>RESERVE</b>						<b>\$ 40,000.00</b>
<b>Total Expenditures</b>		<b>\$ 108,692.36</b>	<b>\$ 146,871.00</b>	<b>\$ 166,595.08</b>	<b>\$ 323,525.00</b>	
<b>Revenues Over (Under) Expenditures</b>		<b>\$ 41,793.32</b>	<b>\$ -</b>	<b>\$ 15,852.92</b>	<b>\$ -</b>	
<b>Projected Cash Balance at September 30, 2020</b>						<b>\$ 222,000.00</b>

WCVB Board Meeting                      September 2019

Item: FY 18-19 Revised Budget and FY 19-20 Budget Approval

*Budget was presented to the WCVB Board for review at the August WCVB meeting.*

**2018-2019 FY Revised Budget Overview:**

The revised budget reflects several Board approved expenses following the budget's approval.

- Lodging Tax Election
- Missouri Life TV Show
- Relocation of the Visitor Center

The budget year will end with an estimated balance of \$220,000.

**2019-2020 FY Budget Overview:**

**Revenue**

Lodging Tax was projected to increase 53% from the FY 18-19 lodging tax budgeted calculation. This reflects the increase in the lodging tax approved by voters in April 2019 (2.5% to 5%) and the new Holiday Inn Express and Suites opening fall 2019. Calculation provided to WCVB by City of Warrensburg Finance Director.

The grant revenue is the grants from the Missouri Division of Tourism.

\$25,000-Marketing Matching Grant (MO Life TV Show \$15,000)

\$4,375-Marketing Platform Grant (Brand Awareness Study with Carr Consultants)

Interest was calculated at 2.40% with an average balance of \$250,000. Calculation provided to WCVB by City of Warrensburg Finance Director.

**Expense**

The FY 19-20 reflects the Visitor Center lease, utilities, copier/printer maintenance agreement and cleaning services. It is recommended the board allocate \$40,000 to be placed in reserve. The reserve will be utilized to secure a permanent location for the WCVB. The current Visitor Center lease agreement is for three years-concluding May 2022 with an option to renew.

Staff would like the WCVB to reserve funds in FY 19-20, FY 20-21, and FY 21-22, so a permanent location can be secured with no or minimal financing needed.





CONTRACT FOR PROVISION OF VISITOR AND TOURISM SERVICES BETWEEN THE  
WARRENSBURG CONVENTION AND VISITORS BUREAU, INC. AND THE CITY OF  
WARRENSBURG, MISSOURI

This agreement is made and entered into as of December 11, 2018 by and between the City of Warrensburg, Missouri (the "City"), and the Warrensburg Convention and Visitors Bureau, Inc. (the "Bureau").

WHEREAS, the voters of the citizens of the City of Warrensburg have authorized the City to implement a 2.5 percent Lodging Tax; and,

WHEREAS, the Lodging Tax shall be levied on each sleeping room occupied and rented by transient guests of Hotels and Motels and Bed and Breakfast businesses located in the City; and,

WHEREAS, proceeds from the Lodging Tax must be expended for the promotion of tourism, conventions, conferences, visitors and the tourist center through a contract with a not for profit; and,

WHEREAS, the City and the Bureau wish to actively advance and promote Warrensburg as a destination place for visitors; and,

WHEREAS, the City and the Bureau desire an increase in visitors, conferences, conventions and will work together to support those efforts; and,

WHEREAS, the City and the Bureau desire to enter into a mutual agreement in which the City shall be responsible for collecting the Lodging Tax and the Bureau shall be responsible for expending said funds through active promotion of the City; and,

WHEREAS, the City and the Bureau have identified a variety of special interest tourism markets as an important expenditure of the Lodging Tax and the Bureau shall actively pursue such promotion; and,

WHEREAS, this agreement is entered into to set forth the respective duties and obligations of each party, as it relates to tourism purposes, for the period commencing October 1, 2018 and ending September 30, 2019; and,

WHEREAS, the expenditure of public funds must be in furtherance of a public purpose or benefit; and,

WHEREAS, the Bureau is willing to enter into an Agreement to provide certain public services and benefits to the City; and,

WHEREAS, this Agreement is entered into to set forth the respective duties and obligations of each party, and

NOW, THEREFORE, in consideration of the promise of payment of funds from the collection of the Lodging Tax and the Agreement to provide services to citizens of the City by, the Bureau the parties agree as follow:

12/12/18 Rec'd copy

1. **The Bureau** agrees during the contract period to participate with the City in the following manners:

- a. The Bureau agrees during the contract term to cooperate with the Warrensburg community, the City Council, the City Manager and City staff to advance tourism, and to actively promote and recruit new events, conventions, conferences, and visitors to Warrensburg, and to further develop a marketing and promotional strategy to increase visitors to Warrensburg;
- b. Prepare and submit to the City a monthly activity report on the activities of the Bureau by noon on Wednesday before the second Monday of each month, and at least once per month a representative of WCVB will appear for a City Council meeting to inform the Council of activities;
- c. The Bureau shall prepare and distribute to the City an annual report on or before May 15 that includes the status of accomplishments of the Bureau's goals;
- d. The Bureau agrees to complete Mission Statement, Goals, and Strategic Plan that will promote the City as a convention, meeting, conference, and tourist center through development of new opportunities; expanding existing events, and convention related activities;
- e. The Bureau agrees at all times during the contract term to be responsible for the expenditure of the funds in the tourism fund, and to the procurement and bidding policies of the City in the expenditure of such funds, and to submit its proposed annual budget to the City by May 15 each year;
- f. The Bureau agrees to collaborate with other community entities to develop and support tourism and convention activities and to identify a wide variety of facilities available to support these activities
- g. The Bureau agrees that the board of directors shall have full control of the budgeting and expenditure of all monies transferred from the City;
- h. The Bureau shall utilize the funds from the convention and tourism fund only for the purpose of promoting tourism, conventions and visitors for the City of Warrensburg;
- i. The Bureau agrees to maintain offices designated for that purpose, to include an active phone line and regular staffing for answering of calls;
- j. The Bureau shall prepare and submit a marketing plan to be updated annually, and report annually on activities in furtherance of the plan and modifications to the plan. The marketing plan will include a visually appealing website to be developed and maintained creating a positive presence of the Bureau and City, as well as a presence through evolving media outlets;
- k. The Bureau shall develop and report on private business partnerships in furtherance of statistical tracking, marketing and tourism incentive programs;

- l. The Bureau shall report on both projected annual budgets in advance and actual expenditures at the conclusion of each year, including ratios of expenditures for marketing, administration and operating costs;
- m. The Bureau shall develop statistics, performance measurements, and economic impact data that supports the Mission Statement, Strategic Plan, and allocation of Lodging Tax revenues;
- n. The Bureau agrees to pursue and promote sports tourism events, activities, scheduling, and collaboration;
- o. The Bureau shall award grants to eligible entities and develop an application process;
- p. The Bureau will perform such other tasks and projects as the Bureau and the City agree will promote the City and further the purposes of this Agreement;
- q. The Bureau will provide the City access to review and audit the expenditures of the lodging tax at least annually to assure expenditures are made in compliance with the agreement and with state law;
- r. The Bureau will comply with the provisions of Chapter 610 RSMo, the Sunshine Law, with respect to all services provided to the City under this Contract, and will conduct its meetings in publicly owned facilities or the offices of the Bureau, and in no other locations.

2. The Bureau shall attend conferences, conventions, tour group events, and other opportunities to promote and sell the City and WCVB.

3. **The City agrees**, during the contract period, to participate with the Bureau in the following manner:

- a. Assist in the preparation and filing of the Bureau's annual tax return, as required to maintain it's not for profit status;
- b. Collect the 2.5 percent Lodging Tax on the gross daily rent due and paid by transient guests of all sleeping rooms occupied and rented by transient guests of hotels and motels and bed and breakfast businesses located in the city. The City shall deposit the funds received from this tax in a fund created and known as the convention and tourism fund;
- c. Throughout this agreement, the City agrees to continue to issue the Lodging Tax funds collected to the Bureau on a monthly basis no later than the 15th of each month, subject to amounts withheld under this Contract;
- d. To maintain an open line of communication with the Bureau regarding tourism issues;
- e. To attend and participate in the various functions sponsored by the Bureau such as, tourism events, networking opportunities, and welcome receptions for the various groups and organizations visiting Warrensburg;
- f. To appoint the Board of Directors according to the ordinances of the City;

- g. To provide personnel to the Board to oversee the day to day operations of tourism and visitor promotion activities, as more fully set forth herein;
- h. To provide financial and accounting services to the Bureau for the collection and distribution of the lodging tax under the direction of the Bureau;
- i. To provide in-kind staff support as needed for advancement of tourism activities, and as is agreed upon annually in the budget of the Bureau.

4. The City agrees to provide to the Bureau a full time staff person to oversee the operations of the Bureau. The City and Bureau shall jointly develop a job description for this position.

- a. Such person shall be employed by the City but shall render service under the directives and policies of the Bureau. The City shall supervise the employee to assure that the directives of the Bureau are being met
- b. This person shall be subject to all of the personnel policies of the City and shall be provided all compensation, insurance coverage, and benefits by the City.
- c. The City shall be authorized to withhold such portion of the lodging tax as is necessary to reimburse the City for all costs of this position.
- d. The employee shall be hired and fired by the City, in consultation with the Bureau. Bureau representatives and Council representatives shall participate in the screening process for applicants.
- e. This employee shall function as a director level administrative employee, and shall qualify as an exempt employee under the provisions of the FLSA.
- f. The Bureau will periodically, but at least annually, provide feedback to the City on the performance of this employee, and may request that the employee be replaced if failing to adequately perform the tasks and functions assigned by the Bureau.

5. The Bureau agrees to save and hold harmless the City from any and all liability or damages, including legal fees and court costs, which may arise out of the Bureau's performance of the Agreement.

6. Both the City and the Bureau agree to maintain the confidentiality of prospects and project activity under the direction of the City and the Bureau until such time as the prospect/projects deem appropriate.

7. The City may terminate the Bureau's services under this Agreement at any time during the term of the Contract by giving notice of its intention to do so, in writing, thirty days in advance. After delivering this notice, no further disbursements of collected lodging taxes will be made by the City to the Bureau.

8. Any notice required by this Agreement shall be effective upon mailing, postage prepaid, using the following information:

Bureau: c/o Director of Tourism  
Municipal Center  
200 S. Holden Street Warrensburg, MO 64093

City: City Manager  
City of Warrensburg 102 South Holden  
Warrensburg, Missouri 64093

9. Within thirty days upon submittal of the annual report as referenced in 1 C. above, the services provided hereunder shall be submitted to the City Council for review and comment. After receipt of these reports, the City and Bureau may, at their discretion, review and comment on each organization's performance throughout the year.

10. Upon receipt of the Bureau's annual report, the City and the Bureau may renew this contract on an annual basis.

IN WITNESS WHEREOF, the undersigned have placed their signatures as representatives of the parties hereto as of the day and year first above written.

CITY OF WARRENSBURG, MISSOURI

WARRENSBURG CONVENTION AND VISITORS BUREAU, INC.



Harold Stewart, City Manager



Kirsti Brunsvold, President

ATTEST:

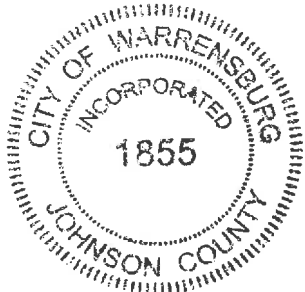
ATTEST:



Cindy Gabel, City Clerk



\_\_\_\_\_, Secretary



WCVB Board Meeting                      September 2019

Item: Contract for Services Between the WCVB and City of Warrensburg

*Contract will be presented for approval at the October WCVB Board meeting.*

**Overview:**

The 2018-2019 contract between the WCVB and City of Warrensburg is included in the meeting packet. As of August 29, 2019, I am unaware of any requested revisions from the City of Warrensburg. The contract is renewed annually.

A couple revisions will be necessary to bring the contract up to date:

- Any references to the Lodging Tax rate will need to be revised from 2.5% to 5%.
- Contract dates: October 1, 2019 to September 30, 2020

*No further revisions will be requested by staff. It's crucial the Board understand the role the City has played in the current WCVB's set up. The fund balance would not be what it is without the City's support by providing a location for the Visitor Center at NO COST for the last four years. The City Council and City Administration/Staff have been beyond accommodating with each project the WCVB has approached during my time with the WCVB.*

*Staff recommends the WCVB Board review the contract. Approval to enter into the annual contract will be on the October WCVB Board meeting agenda.*

Item: Marketing Committee Update on tourism marketing branding and visual identity development

**Overview:**

The Marketing Committee met on Wednesday, Aug. 21 in the Visitor Center. Alan Carr with Carr Strategies called in to give the committee a brief overview of the project.

Two focus groups will be held on Wednesday, Sept. 4 at the Warrensburg Municipal Center-Council Chambers, 200 S. Holden.

- 10:30 am-Lodging Establishments
- 2 p.m.-Community Stakeholders

A brief survey will be developed for those unable to attend the focus groups, along with restaurant/attraction point of contacts.

**PROJECT TIMELINE**

Total time for this project is estimated at 8-12 weeks. Anticipated dates as follows:

- September Project Kickoff
- September 4 Stakeholder Focus Groups
- September 19 Stakeholder Survey response deadline
- October 11 Brand Recommendations
- October 25 Visual Identity & Logo Recommendations
- October 28- November 8 Concept Testing & Focus Group
- November 18 Final presentation & materials delivery  
(This may be moved to the WCVB Dec meeting.)

WCVB Board Meeting

September 2019

Item: Appointment of FY 19-20 WCVB Grant Committee

**Overview:**

Two board members need to be appointed to serve on the Grant Committee with Board President Tom Koenigsfeld. This committee reviews the grant applications and makes a recommendation to the board for approval. They meet no more than twice a year. The last two committee meetings were held 30 minutes prior to a regular board meeting (February and July). The meeting length will depend on the number of applications submitted.



## CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

August 29, 2019

### NEW APPOINTMENT

Joe Eccleton, Manager of the Royal Oakes Golf Course, was appointed by the Mayor to serve a three-year term on the WCVB Board. We are excited to have Mr. Eccleton join us!

### GROUP TOUR/EVENT ASSISTANCE

We have been contacted by the following groups regarding upcoming trips to the Burg.

*Faust Tours Saturday, Oct. 5, 2019*

WCVB staff will be welcoming the group of 50+ to Warrensburg and opening Warrensburg City Hall so they can utilize the bathroom facilities and enjoy the mural located in City Hall's lobby.

*SW Tour and Travel, Fall 2020*

*WCVB staff has been assisting the group's organizer with a calendar of upcoming events in fall 2020 along with information regarding local attractions and lodging. The group ranges in size from 45-50+. They will be coming from Wisconsin.*

*Cycling Event-2020*

*Premier Sports Online, Mitch Wheeler, is in the preliminary stages of organizing a cycling event in Warrensburg/Johnson County in 2020. The event would be a fundraiser for a veteran's assistance organization. It is expected to bring 500+ cyclist to our community.*

*The event route would utilize Johnson County gravel roads. An organization meeting will be scheduled by Mr. Wheeler the first of September. WCVB has assisted with possible dates, locations and a list of community stakeholders.*

### ADVERTISING OPPORTUNITY

KMOS contacted the WCVB regarding an opportunity to secure a 30-second commercial to run during the Mules Football first game of the season, Thursday, Sept. 5. This would be at a very minimal cost (\$250). The game will be shown live that evening and then shown the following week during a variety of time slots. This amount was in the budget, so staff secured the opportunity.

### BRAND AWARENESS STUDY

The Marketing Committee held a meeting Wednesday, Aug. 21 at the Visitor Center conference room. Alan Carr with Carr Strategies called in to give a brief overview of the project and the upcoming focus groups being held on Wednesday, Sept. 4.

An updated timeline for the project was provided. The Marketing Committee will provide an update at the meeting.

### BANK SIGNATURE CARD

The signature card for the WCVB account at Equity Bank has been updated reflecting the individuals approved at the Aug. 14, 2019 WCVB Meeting.

### UPCOMING MEETINGS/EVENTS:

City Staff Meeting, Sept. 3, 10, 17 and 24

WCVB Brand Focus Groups, Sept. 4 Warrensburg Municipal Center

WCVB Meeting, Sept. 4. Warrensburg Municipal Center

UCM Admissions Meeting, Sept. 5

Council Meeting, Sept. 9 & 23

Burg Fest Meeting, Sept. 9

BCC Warrensburg Day, Sept. 18, Whiteman Air Force Base

Cen States TTRA Conference for Tourism Research, Sept. 18-20 Wichita, Kansas  
Missouri Tourism's Governor's Conference, Oct. 8-10, Columbia, Missouri  
ICSC Chicago Oct. 15-17  
OUT OF OFFICE-PTO Time, Nov. 25-29