



Warrensburg Convention and Visitors Bureau
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
Wednesday, Oct. 2 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. Minutes Of Previous Meeting-September 4, 2019
Marcy Bryant, Tourism Director

Documents:

[MINUTES 090419.PDF](#)

5. Financial Report
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT OCT 2019.PDF](#)

6. Approval Of Contract With The City Of Warrensburg To Provide Services
Marcy Bryant, Tourism Director

Documents:

[DIRECTOR NOTES CONTRACT FOR SERVICES BETWEEN CITY AND
WCVB.DOCX
FY20 WCVB CONTRACT.PDF](#)

7. January WCVB Meeting Date
Marcy Bryant, Tourism Director

Documents:

[DIRECTOR NOTES JANUARY WCVB MEETING.PDF](#)

8. Directors Report
Marcy Bryant, Tourism Director

Documents:

[DR 09272019 BOARD REPORT.PDF](#)

9. Appearances By The Public

10. Board Comments
WCVB Board Members

11. Adjournment
Tom Koenigsfeld, President

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
September 4, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, September 4 at 3:37 p.m. at the Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg, Missouri with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Chelsea Cantrell, Tom Koenigsfeld, Diane Whitworth and Mason Wirsig; Exofficio member Danielle Fesler; Bryan Jacobs and Harold Stewart; Absent: Joe Eccleton, Ginny McTighe and Scott Thomason.

The board recognized the appointment of Joe Eccleton. Mr. Eccleton is the general manager for the Royal Oakes Golf Course.

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

Minutes of the August 14, 2019 WCVB meeting were considered. Cantrell made a motion to approve the meeting minutes as presented. The motion was second by Whitworth. Abstain: Koenigsfeld; Motion passed.

Financial report provided by the WCVB director.

Directors report was provided by the WCVB director.

The 2018-2019 Revised Budget and 2019-2020 Budget were presented for approval to the board. Wirsig made a motion to approve the revised 2019-2019 WCVB Budget and the 2019-2020 WCVB Budget be approved. The motion was seconded by Whitworth. Motion passed.

The contract for services between the City of Warrensburg and the WCVB was presented for review. At this time, staff and City administration are unaware of any major revisions. Staff identified the following revisions: WCVB address (200 S. Holden to 407A East Russell Ave, Ste. 2) and lodging tax collection rate (2.5% to 5%). The contract will be presented for approval at the October WCVB board meeting.

Board member Cantrell provided an update from the marketing committee. The committee met Aug. 21 in the WCVB conference room to discuss the branding study. Consultant Alan Carr joined via phone.

The consultant held two focus groups prior to the WCVB September board meeting. One of the focus groups was held for representatives from the lodging establishments and the other was for community stakeholders. A focus group will be held in Lee's Summit with potential visitors in early October.

The board was presented a tentative timeline for the project. It is tentatively scheduled to be finished by the first of December. A final presentation will be held at the December WCVB board meeting.

The WCVB Grant Committee for the 2020 grant year was appointed. Koenigsfeld made a motion Chelsea Cantrell and Scott Thomason be appointed to serve on the committee. The motion was seconded by Wirsig. Motion passed.



No further business was presented.

Koenigsfeld made a motion the board adjourn. The motion was seconded by Wirsig. Motion passed.



FINANCIAL REPORT*

OCT 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	\$ (16,278.29)	\$ 28,410.29	\$ 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	\$ 3,518.26	\$ 4,616.74	\$ 8,135.00
DUES & MEMBERSHIPS	\$ 982.90	\$ 621.90	\$ 2,347.00
MARKETING & COMMUNICATION	\$ (3,261.22)	\$ 37,754.22	\$ 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*	\$ -	\$ 5,575.00	
TOTALS	\$ 6,423.80	\$ 145,363.00	\$ 146,921.00

98.94%

*LEASE AGREEMENT CATEGORY ADDED JUNE 2019 REPORT.

*As of Sept 27, 2019

WCVB Board Meeting October 2019

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

Contract was presented for review at the September board meeting.

Overview:

The 2018-2019 contract between the WCVB and City of Warrensburg is included in the meeting packet. The contract is renewed annually.

Two revisions have been made 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 were 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 approve the contract.

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 _____, 2019 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 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, 2019 and ending September 30, 2020; 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:

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;

- I. 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 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
407A East Russell Ave, Ste.2
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

WCVB, President

ATTEST:

ATTEST:

Cindy Gabel, City Clerk

_____, Secretary

WCVB Board Meeting October 2019

Item: January WCVB Board Meeting

Overview:

The meeting date for the January WCVB Board meeting is January 1. This will need to be rescheduled due to the New Year's Day holiday. The Municipal Building-Council Chambers is available 3:30 p.m. Wednesday, January 8.

Staff needs direction from the board on the revised meeting date.

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

September 27, 2019

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.

Warrensburg Holiday Parade, Dec. 6, 2019

The WCVB will be assisting event organizers with the Holiday Parade. We oversee the activities following the parade-Santa visits and letters to Santa.

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 A Battle Within. It is expected to bring 600+ cyclist to our community. The event route would utilize Johnson County gravel roads. WCVB has assisted with possible dates, locations and a list of community stakeholders.

I have scheduled a monthly reoccurring meeting for all stakeholders. We will be meeting the fourth Thursday of the month at 10 a.m. in the Warrensburg Police Department Training Room. A meeting to create the route has been scheduled for 10 a.m. Friday, Oct. 3.

BRAND AWARENESS STUDY

The Marketing Committee and Alan Carr with Carr Strategies held focus groups with lodging establishments and community stakeholders on Wednesday, Sept. 4. Another focus group will be held 6:30-7:30 p.m. Tuesday, Oct. 1 in Lee's Summit with potential visitors. I will be attending this session.

We were notified Missouri Division of Tourism has made additional funds available through there Marketing Platform Grant. We will be applying for the amount we eligible for (\$650) for additional graphic services. We will be notified of the award in December.

Photography Services

The WCVB secured photography services with Laura Lockhart Photography in 2018-2019. The agreement concludes Monday, Sept. 30. The WCVB will distribute a request for proposals in October. The submissions will be presented to the board at the November WCVB Board meeting for approval.

WCVB Grant Program 2019-2020

Marketing for the 2019-2020 grant program will begin in October. We do several news releases, social media posts, along with letters to past recipients and event venues. The application deadline will be the last Friday in January. The grant committee will present the applications will for board approval at the February meeting.

UPCOMING MEETINGS/EVENTS:

City Staff Meeting, Oct. 1

WCVB Brand Focus Groups, Oct. 1, Lee's Summit

WCVB Meeting, Oct. 2. Warrensburg Municipal Center

Council Meeting, Oct. 14 & 28

Burg Fest Follow-up, Oct. 20

Missouri Tourism's Governor's Conference, Oct. 8-10, Columbia, Missouri

ICSC Chicago Oct. 15-17

OUT OF OFFICE-PTO Time, Oct. 25, Nov. 25-29