



Warrensburg Convention and Visitors Bureau  
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg  
Wednesday, Nov. 6 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-October 2, 2019  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 10022019.PDF](#)

5. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT NOV 2019.PDF](#)  
[LODGING TAX\\_20.PDF](#)

6. Community Tourism Inventory  
Marcy Bryant, Tourism Director

Documents:

[COMMUNITY TOURISM INVENTORY.PDF](#)  
[DIRECTOR NOTES COMMUNITY TOURISM INVENTORY.PDF](#)

7. Director's Report  
Marcy Bryant, Tourism Director

Documents:

[DR 103119 BOARD REPORT.PDF](#)

8. Destination Branding Update  
Marcy Bryant, Tourism Director
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  
October 2, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, October 2, at 3:40 p.m. at the Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg, Missouri, with Vice President Chelsea Cantrell presiding. Roll was called as follows: Present: Chelsea Cantrell, Ginny McTighe, Diane Whitworth and Mason Wirsig (via FaceBook Messenger); Exofficio members Danielle Fesler and Bryan Jacobs; Absent: Joe Eccleton, Tom Koenigsfeld and Scott Thomason. Exofficio member 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 September 4, 2019 WCVB meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was second by Cantrell. Abstain: McTighe; Motion passed.

Financial report provided by the WCVB director.

The 2019-2020 contract for services between the City of Warrensburg and the WCVB was presented for approval. The contract was presented for the board to review at the September 4, 2019 board meeting. McTighe made a motion that the board authorize the WCVB board president and secretary to sign the contract on behalf of the WCVB. The motion was seconded by Whitworth. Motion passed.

The WCVB director informed the board the January 2020 meeting date falls on January 1. As this is a holiday, the board moved the meeting to 3:30 p.m. Wednesday, January 8 by consensus.

The director's report was provided by the director.

No further business was presented.

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



FINANCIAL REPORT\*  
NOV 2019

|                      | CURRENT      | DISBURSED   | FY20 Budget  |
|----------------------|--------------|-------------|--------------|
| SALARIES & PT WAGES  | \$ 57,889.31 | \$ 4,674.69 | \$ 62,564.00 |
| EMPLOYEE TAXES       | \$ 4,430.20  | \$ 355.80   | \$ 4,786.00  |
| RETIREMENT           | \$ 2,932.04  | \$ 250.96   | \$ 3,183.00  |
| EMPLOYEE INSURANCE   | \$ 6,551.51  | \$ 593.49   | \$ 7,145.00  |
| WORKERS COMPENSATION | \$ 115.65    | \$ 9.35     | \$ 125.00    |

|                           |                      |                    |                      |
|---------------------------|----------------------|--------------------|----------------------|
| PROGRAM & OTHER SUPPLIES  | \$ 26,760.93         | \$ 1,489.07        | \$ 28,250.00         |
| UTILITIES                 | \$ 6,600.00          | \$ -               | \$ 6,600.00          |
| OUTSIDE SERVICES          | \$ 28,560.00         | \$ -               | \$ 28,560.00         |
| INSURANCE                 | \$ 2,000.00          | \$ -               | \$ 2,000.00          |
| TRAINING & TRAVEL         | \$ 10,658.45         | \$ 391.55          | \$ 11,050.00         |
| DUES & MEMBERSHIPS        | \$ 91.20             | \$ -               | \$ 3,702.00          |
| MARKETING & COMMUNICATION | \$ 99,179.12         | \$ 275.88          | \$ 99,455.00         |
| OTHER                     | \$ 41.50             | \$ -               | \$ 100.00            |
| CAPITAL - EQUIPMENT       | \$ -                 | \$ -               | \$ -                 |
| GRANT PROGRAM             | \$ -                 | \$ -               | \$ 12,000.00         |
| LEASE AGREEMENT           | \$ -                 | \$ -               | \$ 14,000.00         |
| <b>TOTALS</b>             | <b>\$ 245,809.91</b> | <b>\$ 8,040.79</b> | <b>\$ 283,520.00</b> |

\*As of October 30, 2019

2.84%

|                   |    |            |
|-------------------|----|------------|
|                   | \$ | 283,520.00 |
| RESERVE (CAPITAL) | \$ | 40,000.00  |
|                   | \$ | 323,520.00 |

|                                     | Spent   | Budgeted | Remaining |               |
|-------------------------------------|---------|----------|-----------|---------------|
| <b>Salaries/Wages</b>               |         |          |           |               |
| Full-Time                           | 3860.8  | 51320    | 47459.2   |               |
| Part-Time                           | 813.89  | 11244    | 10430.11  |               |
|                                     | 4674.69 | 62564    | 57889.31  |               |
| <b>Employee Insurance</b>           |         |          |           |               |
| Dental                              | 69.26   | 832      | 762.74    |               |
| Health                              | 484.38  | 5813     | 5328.62   |               |
| Life                                | 10.54   | 130      | 119.46    |               |
| Short Term                          | 19.69   | 250      | 230.31    |               |
| Long Term                           | 9.62    | 120      | 110.38    |               |
|                                     | 593.49  | 7145     | 6551.51   |               |
| <b>Program &amp; Other Supplies</b> |         |          |           |               |
| Retail                              |         | 1000     | 1000      |               |
| Clothing                            |         | 500      | 500       |               |
| Computer Supplies                   | 619.99  | 3000     | 2380.01   |               |
| Meeting Supplies                    |         | 500      | 500       |               |
| Maintenance Repairs & Supplies      |         | 7000     | 7000      |               |
| Office Supplies                     |         | 1500     | 1500      |               |
| Software                            | 239.28  | 2500     | 2260.72   |               |
| Food                                |         | 600      | 600       |               |
| Supplies-Non Categorized            | 629.8   | 10000    | 9370.2    |               |
| Printer/Copier Agreement            |         | 1650     | 1650      |               |
|                                     | 1489.07 | 28250    | 26760.93  |               |
| <b>Utilities</b>                    |         |          |           |               |
| Sewer                               |         | 600      | 600       |               |
| Electric                            |         | 2400     | 2400      |               |
| Gas                                 |         |          | 0         |               |
| Water                               |         | 600      | 600       |               |
| Internet/Cell Phone                 |         | 3000     | 3000      |               |
|                                     | 0       | 6600     | 6600      |               |
| <b>Outside Services</b>             |         |          |           |               |
| Financial Services                  |         | 1000     | 1000      |               |
| Legal Services                      |         | 500      | 500       |               |
| Services Non-Categorized            |         | 17000    | 17000     | (PHOTOGRAPHY) |
| Contractual Services                |         | 1560     | 1560      |               |
| Consulting                          |         | 8500     | 8500      |               |
|                                     | 0       | 28560    | 28560     |               |
| <b>Training &amp; Travel</b>        |         |          |           |               |
| Travel-Meals                        |         | 300      | 300       |               |
| Mileage                             | 154.63  | 2000     | 1845.37   |               |
| Travel-Rooms                        | 236.92  | 1750     | 1513.08   |               |
| Schools & Seminars                  |         | 7000     | 7000      |               |
|                                     | 391.55  | 11050    | 10658.45  |               |

**Marketing & Communication**

|   |        |       |          |       |
|---|--------|-------|----------|-------|
| Advertising                                 | 250    | 90705 | 90455    |       |
| Postage                                     | 25.88  | 600   | 574.12   |       |
| Printing & Binding                          |        | 5500  | 5500     |       |
| Shows/Expos                                 |        | 2000  | 2000     |       |
| Communication-Non-Categorized               |        | 650   | 650      | (WEB) |
|   | 275.88 | 99455 | 99179.12 |       |
| <b>LEASE (407A East Russell Ave, ST. 2)</b> | 1115   | 14000 | 12885    |       |
| Community Agreements                        |        | 12000 | 12000    |       |

|                           |   |
|---------------------------|---|
| 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             |   |

**CITY OF WARRENSBURG  
LODGING TAX TEN YEAR COMPARISON**



|              | FY11                | FY12                | FY13                | FY14                | FY15                 | FY16                 | FY17                 | FY18                 | FY19                 | FY20                | CHANGE             | %             |              |
|--------------|---------------------|---------------------|---------------------|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|--------------------|---------------|--------------|
| OCT          | \$ 5,146.91         | \$ 6,406.60         | \$ 7,723.43         | \$ 7,986.37         | \$ 7,944.91          | \$ 8,961.97          | \$ 9,085.49          | \$ 12,636.49         | \$ 13,877.01         | \$ 20,927.52        | \$ 7,050.51        | 50.81%        | OCT          |
| NOV          | \$ 11,691.14        | \$ 7,756.13         | \$ 8,415.18         | \$ 8,871.14         | \$ 9,579.17          | \$ 10,703.06         | \$ 11,154.30         | \$ 14,468.77         | \$ 14,015.82         |                     |                    |               | NOV          |
| DEC          | \$ 7,392.74         | \$ 6,481.50         | \$ 6,262.96         | \$ 6,855.56         | \$ 8,466.41          | \$ 7,148.61          | \$ 7,853.81          | \$ 10,528.83         | \$ 10,666.06         |                     |                    |               | DEC          |
| JAN          | \$ 5,910.17         | \$ 4,413.01         | \$ 5,252.02         | \$ 6,743.77         | \$ 6,486.34          | \$ 5,933.36          | \$ 6,761.43          | \$ 8,856.81          | \$ 8,952.64          |                     |                    |               | JAN          |
| FEB          | \$ 5,549.30         | \$ 4,213.85         | \$ 5,350.15         | \$ 5,892.83         | \$ 7,022.53          | \$ 5,841.01          | \$ 6,859.50          | \$ 8,585.46          | \$ 8,085.59          |                     |                    |               | FEB          |
| MAR          | \$ 5,270.31         | \$ 5,062.21         | \$ 5,233.70         | \$ 6,191.44         | \$ 7,906.67          | \$ 8,244.96          | \$ 7,494.34          | \$ 8,820.73          | \$ 8,230.30          |                     |                    |               | MAR          |
| APR          | \$ 3,707.64         | \$ 6,193.02         | \$ 7,607.40         | \$ 7,872.30         | \$ 8,006.72          | \$ 8,960.32          | \$ 9,642.68          | \$ 12,066.80         | \$ 11,733.92         |                     |                    |               | APR          |
| MAY          | \$ 9,399.92         | \$ 6,382.92         | \$ 6,881.96         | \$ 9,724.76         | \$ 8,523.28          | \$ 8,549.17          | \$ 9,345.76          | \$ 11,512.11         | \$ 11,226.30         |                     |                    |               | MAY          |
| JUN          | \$ 8,986.65         | \$ 5,146.29         | \$ 8,443.39         | \$ 9,506.14         | \$ 9,766.52          | \$ 9,943.30          | \$ 9,755.36          | \$ 13,826.67         | \$ 19,644.72         |                     |                    |               | JUN          |
| JULY         | \$ 10,307.07        | \$ 13,618.72        | \$ 9,862.72         | \$ 10,571.90        | \$ 11,636.91         | \$ 11,094.25         | \$ 12,252.02         | \$ 16,799.73         | \$ 28,344.47         |                     |                    |               | JULY         |
| AUG          | \$ 9,160.62         | \$ 8,357.75         | \$ 8,809.59         | \$ 8,581.40         | \$ 9,787.08          | \$ 9,724.77          | \$ 10,131.03         | \$ 14,783.69         | \$ 26,127.03         |                     |                    |               | AUG          |
| SEP          | \$ 9,927.77         | \$ 9,133.46         | \$ 9,995.08         | \$ 10,130.43        | \$ 11,619.68         | \$ 11,328.39         | \$ 16,271.16         | \$ 17,440.58         | \$ 33,716.82         |                     |                    |               | SEP          |
| <b>TOTAL</b> | <b>\$ 92,450.24</b> | <b>\$ 83,165.46</b> | <b>\$ 89,837.58</b> | <b>\$ 98,928.04</b> | <b>\$ 106,746.22</b> | <b>\$ 106,433.17</b> | <b>\$ 116,606.88</b> | <b>\$ 150,326.67</b> | <b>\$ 194,620.68</b> | <b>\$ 20,927.52</b> | <b>\$ 7,050.51</b> | <b>50.81%</b> | <b>TOTAL</b> |





|                                     | <u>Avail-<br/>able</u> | <u>Not<br/>Avail-<br/>able</u> | <u>In<br/>Nearby<br/>Com-<br/>munity</u> |
|-------------------------------------|------------------------|--------------------------------|--|
| <i>Cultural Attractions (cont.)</i> |                        |                                |  |
| Memorials and monuments             |                        |                                |  |
| Museums                             |                        |                                |  |
| Ruins                               |                        |                                |  |
| Cultural activities                 |                        |                                |  |
| Walking tours                       |                        |                                |  |
| Historic events                     |                        |                                |  |
| <i>Special Events</i>               |                        |                                |  |
| Dances                              |                        |                                |  |
| Activities for Children             |                        |                                |  |
| Exhibits                            |                        |                                |  |
| Reenactment of events               |                        |                                |  |
| Air shows                           |                        |                                |  |
| Auto shows/events                   |                        |                                |  |
| Antique/ Arts/Crafts                |                        |                                |  |
| Ari-tourism Activities              |                        |                                |  |
| Food events                         |                        |                                |  |
| Animal shows                        |                        |                                |  |
| Theatrical productions              |                        |                                |  |
| Concerts                            |                        |                                |  |
| Festivals                           |                        |                                |  |
| Fairs                               |                        |                                |  |
| Fishing events                      |                        |                                |  |
| Agricultural/Flower                 |                        |                                |  |
| Wineries                            |                        |                                |  |
| Orchards                            |                        |                                |  |
| Holiday celebrations                |                        |                                |  |
| Sports events                       |                        |                                |  |
| Parades                             |                        |                                |  |
| Rodeos                              |                        |                                |  |
| <i>Recreation</i>                   |                        |                                |  |
| Amusement parks                     |                        |                                |  |
| Sporting events                     |                        |                                |  |
| Bicycling                           |                        |                                |  |
| Beaches                             |                        |                                |  |

|                           | <u>Avail-<br/>able</u> | <u>Not<br/>Avail-<br/>able</u> | <u>In<br/>Nearby<br/>Com-<br/>munity</u> |
|---------------------------|------------------------|--------------------------------|--|
| <i>Recreation (cont.)</i> |                        |                                |  |
| Boating                   |                        |                                |  |
| Camping                   |                        |                                |  |
| Canoeing                  |                        |                                |  |
| Vegetable/fruit picking   |                        |                                |  |
| Fishing activities        |                        |                                |  |
| Flightseeing              |                        |                                |  |
| Health resorts/spas       |                        |                                |  |
| Horseback riding          |                        |                                |  |
| Golf                      |                        |                                |  |
| Hiking/walking            |                        |                                |  |
| Hunting                   |                        |                                |  |
| Water activities          |                        |                                |  |
| Picnicking                |                        |                                |  |
| Playgrounds               |                        |                                |  |
| Rock/cliff climbing       |                        |                                |  |
| Running                   |                        |                                |  |
| <i>Parks</i>              |                        |                                |  |
| State parks               |                        |                                |  |
| Federal parks             |                        |                                |  |
| Local parks               |                        |                                |  |
| Battlefields              |                        |                                |  |
| Wilderness areas          |                        |                                |  |
| Landmarks                 |                        |                                |  |
| Historical sites          |                        |                                |  |
| Fish hatcheries           |                        |                                |  |
| Marinas                   |                        |                                |  |
| Nature trails             |                        |                                |  |
| Interpretative centers    |                        |                                |  |
| State and federal forests |                        |                                |  |
| Scenic view spots         |                        |                                |  |
| Bird sanctuaries          |                        |                                |  |
| Wildlife sanctuaries      |                        |                                |  |
| Wetlands areas            |                        |                                |  |
| Other                     |                        |                                |  |



|                          | <u>Availa-<br/>ble</u> | <u>Not<br/>Availa-<br/>ble</u> | <u>In<br/>Nearby<br/>Com-<br/>munity</u> |
|--------------------------|------------------------|--------------------------------|--|
| <i>Public facilities</i> |                        |                                |  |
| Visitor Center           |                        |                                |  |
| Conference Center        |                        |                                |  |
| Meeting Facilities       |                        |                                |  |
| Public restrooms         |                        |                                |  |
| Public telephones        |                        |                                |  |
| Public water fountains   |                        |                                |  |
| City parks               |                        |                                |  |
| Picnic areas             |                        |                                |  |
| Rest areas               |                        |                                |  |
| Benches                  |                        |                                |  |
| Visitor parking          |                        |                                |  |
| RV dump stations         |                        |                                |  |
| Fire protection services |                        |                                |  |
| Ambulance Services       |                        |                                |  |
| Health care              |                        |                                |  |
| <b><u>Marketing</u></b>  |                        |                                |  |
| <i>Print Materials</i>   |                        |                                |  |
| Brochures                |                        |                                |  |
| Information pieces       |                        |                                |  |
| Posters and signs        |                        |                                |  |
| Magazines                |                        |                                |  |
| Slide shows              |                        |                                |  |
| Guidebook coverage       |                        |                                |  |
| Directory listings       |                        |                                |  |
| Direct mail              |                        |                                |  |
| <i>Media use</i>         |                        |                                |  |
| Radio /TV ads            |                        |                                |  |
| Marketing campaign       |                        |                                |  |
| <i>Social networking</i> |                        |                                |  |
| Blogs                    |                        |                                |  |
| Facebook                 |                        |                                |  |
| Twitter                  |                        |                                |  |

Reference:

Alaska Community Tourism Handbook, Division of Community and Economic Development, 2002.

WCVB Board Meeting

November 2019

Item: Community Tourism Inventory

**Overview:**

I had attended the Missouri Humanities Council Cultural Heritage Workshop on Tuesday, Oct. 29 in Sedalia, Missouri. A presenter discussed the importance of knowing your community's tourism inventory. They suggested having community stakeholders such as yourself complete the inventory along with staff. This would allow staff to compare and see if there are attractions, we may be unaware of.

Staff has completed the survey.

We would like the board to take a few minutes during the meeting to complete the survey. We will have hard copies on hand.

We will present the final inventory spreadsheet at an upcoming WCVB Board Meeting.

## **CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT**

Marcy Bryant, Director of Tourism

October 31, 2019

### **GROUP/EVENT ASSISTANCE**

*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. WCVB director serves on the event's committee and attends the planning meetings.

*Johnson County United Way-Winter 2020*

Johnson County United Way director Scott Holmberg contacted the WCVB on Wednesday, Oct. 30 to discuss the grant program and how the WCV supports area events. JCUW is working on an event to be held January/February 2020.

*Missouri State Gymnastics Championship-March 27-29, 2020*

Toby Essenpries contacted the WCVB stating the Missouri State Gymnastics Championship will be held on the campus of UCM March 27-29, 2020. They have already contacted the hotels. They expect 750 athletes from 50 clubs and 100 coaches, officials and volunteers. We have provided information regarding our sports grant. We hope to schedule a conference call with event organizers to discuss how we can assist in making their experience in Warrensburg a positive one.

*Cycling Event-Fall 2020*

The WCVB has been working with officials from The Battle Within, local emergency service organizers and community stakeholders to bring a cycling event to Warrensburg/Johnson County fall 2020. The event would be a fundraiser for the veteran's assistance organization. It is expected to have 400-600+ participants.

The event route would utilize Johnson County gravel roads. The possible routes have been suggested by event organizers. Local emergency service organizations are reviewing for logistics and possible safety concerns. The goal is to approve the routes at the next meeting-Thursday, Nov. 21.

A reoccurring monthly meeting for all stakeholders has been scheduled on the fourth Thursday of the month at 10 a.m. in the Warrensburg Police Department Training Room.

### **BRAND AWARENESS STUDY UPDATE**

We are working with Carr Strategies to complete a brand awareness study. Three focus groups were held in September/October.

We are working with the consultant to schedule a presentation at the December WCVB Board meeting.

**\*\*Please note:** The WCVB was contacted by the Missouri Division of Tourism regarding additional funding being made available through the Marketing Platform Grant. WCVB was eligible to apply for \$625. After discussing with MDT staff, we concluded it would be in the best interest of the WCVB to not apply in order to be eligible for funding in the future (up to \$5,000) due to grant requirements. Staff will provide more information at the November WCVB Board meeting.

### **COMMUNITY BRAND STUDY**

I have been working with the Warrensburg Economic Coalition's Marketing Committee and a UCM marketing research class on evaluating the Warrensburg community's brand. The committee will be working with numerous UCM marketing classes throughout this project.

## **PHOTOGRAPHY SERVICES**

The WCVB secured photography services with Laura Lockhart Photography in 2018-2019. The agreement concluded Monday, Sept. 30. The WCVB will distribute a request for proposals in November. The submissions will be presented to the WCVB Board at the December WCVB Board meeting for approval. If a submission is approved, the agreement would begin January 1.

## **WCVB GRANT PROGRAM**

Marketing for the 2019-2020 grant program will begin in November. Several news releases, social media posts, along with letters to past recipients and event venues are included in the program's communication plan. The application deadline will be the last Friday in January, Jan. 31. The grant committee will present the applications will for board approval at the February WCVB Board meeting.

## **ATTENDED MEETINGS, CONFERENCES, EVENTS:**

- Missouri Tourism's Governor's Conference, Oct. 8-10, Columbia, Missouri (NOTES: Staff networked with Missouri Division of Tourism staff and fellow CVB directors. WCVB will work on building our community's visitor profile in 2020 with their assistance.)
- Council Meeting, Oct. 14 & 28
- ICSC Chicago Oct. 15-17 (NOTES: I am so grateful the City Council, City Administration and the WCVB Board allowed me the opportunity to attend this conference. I learned so much watching our City leaders work diligently educating and promoting our community to developers, retailers, and more.)
- Burg Fest Follow-up, Oct. 20
- Cycling Event Organization Meeting, Oct. 24
- Cultural Heritage Workshop, Oct. 29, Sedalia
- Holiday Parade Meeting, Nov. 1

## **UPCOMING MEETINGS/EVENTS:**

- MACVB Education Workshop-Telling Your Story, Nov. 6, Columbia
- Director's Coffee, Nov. 7
- Council Meeting, Nov. 11
- OUT OF OFFICE-PTO Time Nov. 26-29
- WCVB Meeting, Nov. 6. Warrensburg Municipal Center
- MACVB/MTC Joint Meeting, Dec. 10-11, Jefferson City

## **HOLIDAYS/CLOSURES:**

Visitor Center will be closed for the following holidays:

Veteran's Day-Nov. 11

Thanksgiving-Nov. 28 & 29