



Warrensburg Convention and Visitors Bureau

10 a.m. Thursday, November 11 Zoom

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82090423991?pwd=OWd5T2FUaW9TaHFMRnYwM2xzMm00QT09>

Passcode: 046203

Or One tap mobile :

US: +13126266799,,82090423991#,,,,\*046203# or +16465588656,,82090423991#,,,,\*046203#

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

Documents:

[MINUTES 10142021.PDF](#)

5. Financial Report  
Marcy Barnhart, Tourism Director

Documents:

[FINANCIAL REPORT NOV 2021.PDF](#)  
[LODGING TAX\\_22.PDF](#)

6. Order Of Business: Warrensburg Economic Coalition Plan Approval/Membership  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTORS NOTES WEC PLAN APPROVAL AND MEMBERSHIP.PDF](#)  
[WEC PARTNERSHIP PLAN 2019.PDF](#)

7. Strategic Plan Update  
Marcy Barnhart, Tourism Director

Documents:

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

8. Director's Report  
Marcy Barnhart, Tourism Director

Documents:

[11082021 WCVB DIRECTORS REPORT BOARD.PDF](#)  
[KMOS THANK YOU.PDF](#)

9. Appearances By The Public
10. City Of Warrensburg Update  
Danielle Dulin, City Manager  
  
Jim Kushner, City Council Member
11. Board Comments  
WCVB Board
12. Other Business
13. Adjourn

# Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, October 14, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, October 14, 2021, at 10:02 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

Present: Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Scott Thomason, Diane Thompson (arrived after role) and Diane Whitworth (arrived after role); exofficio members Danielle Fesler and Jim Kushner

Absent: Kelly Brooks and exofficio member Danielle Dulin

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

Minutes of the August 2, 2021, WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Thomason. Motion passed.

Minutes of the August 3, 2021, WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Thomason. Motion passed.

Minutes of the September 9, 2021, WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Thomason. Motion passed.

Financial report was provided by the WCVB director. As of October 11, 2021, 68% of budgeted expenses have been incurred. As of October 11, 2021, the total lodging tax received for FY 20-21 is \$320,278. Total revenue (lodging tax and grants) received as of the meeting date is \$410,495. The financial report was updated to reflect the budget revisions approved August 25, 2021 for FY 20-21.

The director presented a revised budget for FY 2020-2021 due to the purchase of the property located at 205 N Holden Street.

## Revenue:

Account	Approved 08252021	Proposed 10142021	Difference
Lodging Tax	250,000	320,277	70,277
Grants-State	87,100	94,378	7,278
Earnings Credit	580	653	73
Interest on Deposits	4,390	4,835	445
<b>TOTAL</b>	<b>342,070</b>	<b>420,143</b>	<b>78,073</b>

## Expense:

Account Category	Approved 08252021	Proposed 10142021	Difference
Personnel Expense	76,680	73,551	3,129
Commodities	20,000	8,487	11,513
Services	235,390	155,462	79,928

<b>Non Categorized</b>	10,000	2,000	445
<b>Building</b>	0	210,152	(210,152)
<b>TOTAL</b>	342,070	449,652	(107,582)

McTighe made a motion the revised budget presented for FY 20-21 be approved. The motion was seconded by Thomason. Motion passed.

The director presented a revised budget for FY 2021-2022 due to the purchase of the property located at 205 N Holden Street (Insurance and Construction).

**Revenue:**

<b>Account</b>	<b>Approved 08252021</b>	<b>Proposed 10142021</b>	<b>Difference</b>
<b>Lodging Tax</b>	300,000	320,000	20,000
<b>Grants-State</b>	70,000	70,000	0
<b>Earnings Credit</b>	600	600	0
<b>Interest on Deposits</b>	4,000	4,000	0
<b>Rent</b>	0	22,800	22,800
<b>TOTAL</b>	374,600	417,400	42,800

**Expense:**

<b>Account Category</b>	<b>Approved 08252021</b>	<b>Proposed 10142021</b>	<b>Difference</b>
<b>Personnel Expense</b>	87,480	87,480	0
<b>Commodities</b>	21,400	21,400	0
<b>Services</b>	250,720	253,220	(2,500)
<b>Non Categorized</b>	15,000	15,000	0
<b>Building</b>	0	100,000	(100,000)
<b>TOTAL</b>	374,600	477,100	(102,500)

McTighe made a motion the revised budget presented for FY 21-22 be approved. The motion was seconded by Thomason. Motion passed.

The director presented the contract for services with the City of Warrensburg. The City Council of Warrensburg approved the contract with no revisions from 2020-2021 at the October 11, 2021 Council Meeting. Phelps made a motion the contract be approved, and the board president and board secretary sign the contract on behalf of the WCVB. The motion was seconded by Thomason. Motion passed.

The director presented the annual insurance policy proposed by Mike Keith Insurance. The policy is effective November 17, 2021-November 16, 2022. The policy includes general liability, public officials/directors and officer's liability, property, and automobile coverage for a total premium of \$4,088.

The policy covers both locations (407A East Russell Ave, Ste. 2 and 205 N Holden Street). The policy includes the terrorism risk insurance act coverage for a cost of \$8.00. Thompson made a motion the WCVB approve the policy proposed by Mike Keith Insurance including the terrorism risk insurance act coverage. The motion was seconded by Thomason. Motion passed.

The director provided an update on the WCVB's strategic plan.

The director provided report. Items noted were upcoming events and groups and the grant program.

There were no appearances by the public.

Council Member Jim Kushner provided an update from the City of Warrensburg.

No other items were presented.

Meeting was adjourned.

FINANCIAL REPORT\*  
NOV 8, 2021

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	\$ 4,176.04	\$ 64,623.96
EMPLOYEE TAXES	\$ 5,400.00	\$ 361.64	\$ 5,038.36
RETIREMENT	\$ 3,400.00	\$ 304.86	\$ 3,095.14
EMPLOYEE INSURANCE	\$ 9,780.00	\$ 639.24	\$ 9,140.76
WORKERS COMPENSATION	\$ 100.00	\$ 9.20	\$ 90.80

PROGRAM & OTHER SUPPLIES	\$ 21,400.00	\$ 256.81	\$ 21,143.19
UTILITIES	\$ 6,570.00	\$ 229.26	\$ 6,340.74
OUTSIDE SERVICES	\$ 66,500.00	\$ 3,878.42	\$ 62,621.58
INSURANCE	\$ 4,500.00	\$ 4,209.00	\$ 291.00
TRAINING & TRAVEL	\$ 2,600.00	\$ -	\$ 2,600.00
DUES & MEMBERSHIPS	\$ 2,000.00	\$ 20.25	\$ 1,979.75
MARKETING & COMMUNICATION	\$ 155,000.00	\$ 11,884.77	\$ 143,115.23
OTHER - EMPLOYMENT	\$ 50.00	\$ -	\$ 50.00
CAPITAL - EQUIPMENT	\$ 100,000.00		\$ 100,000.00
GRANT PROGRAM	\$ 15,000.00	\$ -	\$ 15,000.00
LEASE AGREEMENT	\$ 16,000.00	\$ 2,230.00	\$ 13,770.00
<b>TOTALS</b>	<b>\$ 477,100.00</b>	<b>\$ 28,199.49</b>	<b>\$ 448,900.51</b>

As of Nov 8, 2021

5.91%

**REVENUE**

	<b>FY 22 BUDGET</b>	<b>COLLECTED</b>	<b>CURRENT BALANCE</b>
LODGING TAX	\$ 300,000.00	\$ 42,351.00	\$ 257,649.00
GRANTS-STATE	\$ 70,000.00	\$ -	\$ 70,000.00
MERCHANDISE		\$ -	\$ -
INTEREST ON DEPOSITS	\$ 4,000.00	\$ -	\$ 4,000.00
EARNINGS CREDIT	\$ 600.00	\$ -	\$ 600.00
RENT	\$ 22,800.00	\$ 1,900.00	\$ 20,900.00
CLAIMS/REIMBURSEMENT		\$ -	\$ -
<b>TOTALS</b>	<b>\$ 397,400.00</b>	<b>\$ 44,251.00</b>	<b>\$ 353,149.00</b>

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As of Oct. 11, 2021

11%

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

	Spent	Budgeted	Remaining	
<b>Salaries/Wages</b>				
Full-Time	\$ 4,176.04	\$ 55,000.00	\$ 50,823.96	0.075928
Part-Time	<u>668.57</u>	<u>\$ 13,800.00</u>	\$ 13,131.43	0.048447101
	\$ 4,176.04	\$ 68,800.00	\$ 64,623.96	0.060698256
<b>Employee Insurance</b>				
Dental	\$ 69.26	\$ 840.00	\$ 770.74	0.082452381
Health	\$ 536.10	\$ 8,500.00	\$ 7,963.90	0.063070588
Life	\$ 10.32	\$ 130.00	\$ 119.68	0.079384615
Short Term	\$ 13.15	\$ 180.00	\$ 166.85	0.073055556
Long Term	\$ 10.41	\$ 130.00	\$ 119.59	0.080076923
	\$ 639.24	\$ 9,780.00	\$ 9,140.76	0.065361963
<b>Program &amp; Other Supplies</b>				
Clothing		\$ 500.00	\$ 500.00	0
Computer Supplies		\$ 2,000.00	\$ 2,000.00	0
Meeting Supplies		\$ 500.00	\$ 500.00	0
Maintenance Repairs & Supplies	\$ 256.81	\$ 1,500.00	\$ 1,243.19	0.171206667
Office Supplies		\$ 1,500.00	\$ 1,500.00	0
Software		\$ 4,200.00	\$ 4,200.00	0
Food		\$ 700.00	\$ 700.00	0
Supplies-Non Categorized		\$ 10,500.00	\$ 10,500.00	0
	\$ 256.81	\$ 21,400.00	\$ 21,143.19	0.012000467
<b>Utilities</b>				
Sewer	\$ 18.29	\$ 300.00	\$ 281.71	0.060966667
Electric		\$ 2,250.00	\$ 2,250.00	0
Gas	\$ 25.99	\$ 1,500.00	\$ 1,474.01	0
Water		\$ 300.00	\$ 300.00	0
Data Access-Internet	\$ 124.98	\$ 1,500.00	\$ 1,375.02	0.08332
Cell Phone Reimbursement	\$ 60.00	\$ 720.00	\$ 660.00	0.083333333
	\$ 229.26	\$ 6,570.00	\$ 6,340.74	0.034894977
<b>Outside Services</b>				
Consulting Services		\$ 5,000.00	\$ 5,000.00	0
Financial Services		\$ 1,200.00	\$ 1,200.00	0
Legal Services	\$ 150.00	\$ 500.00	\$ 350.00	0.3
Services Non-Categorized	\$ 3,575.00	\$ 51,000.00	\$ 47,425.00	0.070098039
Contractual Services	\$ 153.42	\$ 8,800.00	\$ 8,646.58	0.017434091
	\$ 3,878.42	\$ 66,500.00	\$ 62,621.58	0.058322105
<b>Training &amp; Travel</b>				
Mileage		\$ 850.00	\$ 850.00	0
Travel Meals		\$ 200.00		0
Travel Room		\$ 800.00		0
Schools & Seminars		\$ 750.00	\$ 750.00	0
	\$ -	\$ 2,600.00	\$ 2,600.00	0
<b>Capital Outlay</b>				
		\$ 100,000.00	\$ 100,000.00	0
<b>Marketing &amp; Communication</b>				
Advertising	\$ 10,527.00	\$ 147,850.00	\$ 137,323.00	0.071200541
Postage	\$ 80.22	\$ 500.00	\$ 419.78	0.16044
Printing & Binding	\$ 119.40	\$ 4,500.00	\$ 4,380.60	0.026533333
Shows/Expos/Event Expense		\$ 650.00	\$ 650.00	0
Communication-Non-Categorized	\$ 1,158.15	\$ 1,500.00	\$ 341.85	0.7721
	\$ 11,884.77	\$ 155,000.00	\$ 143,115.23	0.076675935
LEASE (407A East Russell Ave, ST. 2)	\$ 2,230.00	\$ 16,000.00	\$ 13,770.00	0.139375
Community Agreements		\$ 15,000.00	\$ 15,000.00	0

\*Reversal of ck 289 (Verizon \$435.49)

\*Cleaning Services & Printer/Copier Agreement

2021-2022 Budget-approved Aug 25,2021



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	

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



	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	CHANGE	%	
OCT	\$ 7,723.43	\$ 7,986.37	\$ 7,944.91	\$ 8,961.97	\$ 9,085.49	\$ 12,636.49	\$ 13,877.01	\$ 24,977.90	\$ 24,347.24	\$ 30,110.80	\$ 5,763.56	23.67%	OCT
NOV	\$ 8,415.18	\$ 8,871.14	\$ 9,579.17	\$ 10,703.06	\$ 11,154.30	\$ 14,468.77	\$ 14,015.82	\$ 27,005.32	\$ 25,326.19				NOV
DEC	\$ 6,262.96	\$ 6,855.56	\$ 8,466.41	\$ 7,148.61	\$ 7,853.81	\$ 10,528.83	\$ 10,666.06	\$ 24,615.47	\$ 20,490.14				DEC
JAN	\$ 5,252.02	\$ 6,743.77	\$ 6,486.34	\$ 5,933.36	\$ 6,761.43	\$ 8,856.81	\$ 8,952.64	\$ 18,335.22	\$ 16,270.94				JAN
FEB	\$ 5,350.15	\$ 5,892.83	\$ 7,022.53	\$ 5,841.01	\$ 6,859.50	\$ 8,585.46	\$ 8,085.59	\$ 17,619.90	\$ 19,663.07				FEB
MAR	\$ 5,233.70	\$ 6,191.44	\$ 7,906.67	\$ 8,244.96	\$ 7,494.34	\$ 8,820.73	\$ 8,230.30	\$ 23,653.79	\$ 20,474.39				MAR
APR	\$ 7,607.40	\$ 7,872.30	\$ 8,006.72	\$ 8,960.32	\$ 9,642.68	\$ 12,066.80	\$ 11,733.92	\$ 19,979.19	\$ 30,963.93				APR
MAY	\$ 6,881.96	\$ 9,724.76	\$ 8,523.28	\$ 8,549.17	\$ 9,345.76	\$ 11,512.11	\$ 11,226.30	\$ 8,657.81	\$ 27,862.50				MAY
JUN	\$ 8,443.39	\$ 9,506.14	\$ 9,766.52	\$ 9,943.30	\$ 9,755.36	\$ 13,826.67	\$ 19,644.72	\$ 14,961.95	\$ 36,464.70				JUN
JULY	\$ 9,862.72	\$ 10,571.90	\$ 11,636.91	\$ 11,094.25	\$ 12,252.02	\$ 16,799.73	\$ 28,344.47	\$ 21,300.31	\$ 34,896.31				JULY
AUG	\$ 8,809.59	\$ 8,581.40	\$ 9,787.08	\$ 9,724.77	\$ 10,131.03	\$ 14,783.69	\$ 26,127.03	\$ 29,994.32	\$ 30,638.49				AUG
SEP	\$ 9,995.08	\$ 10,130.43	\$ 11,619.68	\$ 11,328.39	\$ 16,271.16	\$ 17,440.58	\$ 33,716.82	\$ 27,888.67	\$ 37,151.74				SEP
<b>TOTAL</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>\$ 258,989.85</b>	<b>\$ 324,549.64</b>	<b>\$ 30,110.80</b>	<b>\$ 5,763.56</b>	<b>23.67%</b>	<b>TOTAL</b>

## **WCVB Board Meeting**

**Meeting:** November 11, 2021

**Item:** Warrensburg Economic Coalition Membership/Plan Approval

### **Overview:**

The Warrensburg Economic Coalition was formerly known as the Johnson County Economic Coordinating Board. Membership includes the City of Warrensburg, University of Central Missouri, Warrensburg Chamber of Commerce, Warrensburg Main Street, Warrensburg R-IV School District, Whiteman Air Force Base, Western Missouri Medical Center, Johnson County, Johnson County Economic Development Corporation and the Warrensburg Convention and Visitors Bureau. The WCVB has been a part of this organization since the WCVB formed.

In the fall of 2018, the partners started working on reorganizing the board into the coalition. New bylaws were created, and a strategic plan was developed using the goals identified by the group. Everyone's roles were discussed and how each partner's mission fits with the WEC mission. The partners recognized the importance of having one strong voice supporting Warrensburg legislative and economic issues.

The WEC would like all the partners to show support for the coalition and approve the partnership plan. As the WCVB is part of the City of Warrensburg, we have one voting member (director) serving on the WEC.

### **Staff Recommendation:**

Staff recommends the WCVB Board approve the Warrensburg Economic Coalition. The plan was approved by the WCVB in 2019. It is required every two years.

### **Additional Documentation:**

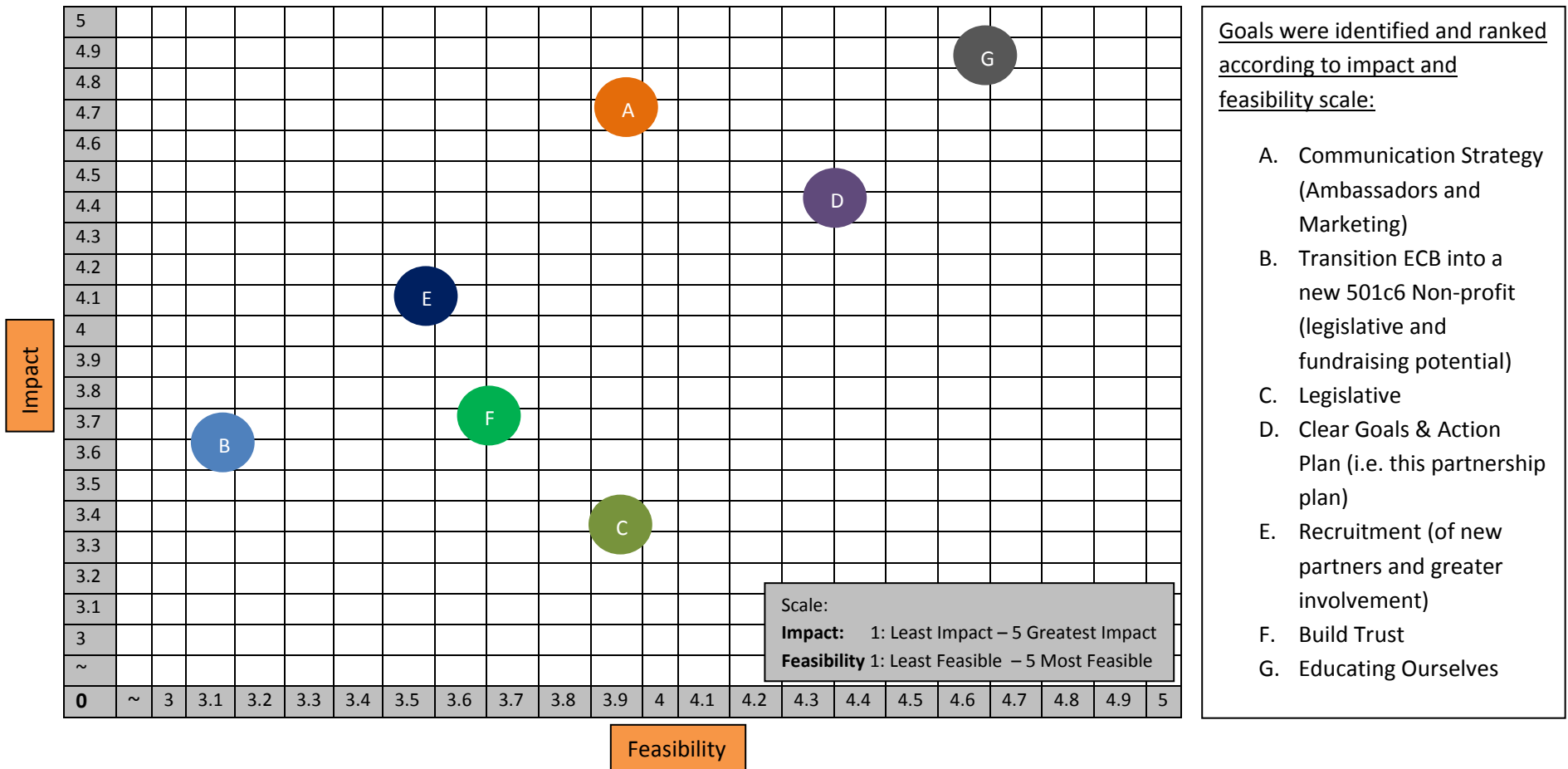
Plan Adopted in 2019 Attached

# Final

## Economic Coordinating Board Partnership Plan

June 27, 2019

**Background:** The Economic Coordinating Board met for two consecutive sessions on November 15 and December 20, 2018 to begin the process of strategic planning with the help of Georgia Stuart-Simmons, facilitator. Members of the strategic planning process were: Bill Hawley, UCM; Marcy Bryant, WCVB; Tracy Brantner, JCEDC; Drew Lewis, JCEDC; Katie Scully, Main Street; Michelle Hoskins, Main Street; Harold Stewart, City of Warrensburg; Casey Lund, City of Warrensburg; Suzanne Taylor, Chamber of Commerce; Jeremy VanWey, Chamber of Commerce.



**Project A: Communications Plan (Marketing)**

Purpose of Project: Map out critical steps in developing a communications strategy Completion Date: 2020

Members of Planning Group: Bill Hawley, Jason Elkins, & Casey Lund

Critical Steps	Person Responsible	Resources	Information Needed	Time Frame	Indicators (Measures) of Success
1. Research what has been done in the past in respect to marketing or communications	1.a. Katie	1. a. Warrensburg Main Street, Inc.	1.a. Warrensburg Main Street Strategic Plan/Marketing	May 15	Gather information and distribute to the committee for compiling and, then, share with entire ECB.
	1.b. Bill	1.b. UCM partners - Class Project - Marketing Leadership	Strategic Planning Notes and Action Planning Worksheets	May 15	
	1.c. Casey	City	“Made Fresh Daily” - Consultant? - Amount? - Partners?	May 15	
2. Partnership Funding Plan	Casey	Committee	Compile Partner List and Who to Contact  Build Coalition	After new ECB entity is formed. Summer/Fall 2019	Ready for the Ask

3. Consultant – Hire professional with pooled funding for more broad based marketing plan	Committee	New ECB organization	Commitment from ECB and Partners Funding in place	2020	Funding in place and ready for RFP to Marketing Consultants
<p>What are the anticipated challenges? Funding</p> <p>How do we deal with them? Transparency and time to share the vision</p>					

Project B: New non-profit formation					
Purpose of Project:					Completion Date:
Members of Planning Group: Drew Lewis/Harold Stewart					Date: 4/15/2019
Critical Steps	Person Responsible	Resources	Information Needed	Time Frame	Indicators (Measures) of Success
1. Discuss proposed 501c6 organization with attorney					Before ECB January 17
2. Distribute summary of Attorney recommendations to the ECB and discuss the name of the organization, purpose, partnership, members and officers etc.					ECB January 17
3. Form 501c6 organization that add and incorporates entities responsible and engaged in the economic betterment of Warrensburg					May 2019
4. New organization will contract for legislative services and be proactive on local, regional, state and federal legislative priorities.					After 2019 Session
<b>What are the anticipated challenges?</b> <b>How do we deal with them?</b>					

**Project C: Legislative**

Purpose of Project: Completion Date:

Members of Planning Group: *Drew Lewis, Harold Stewart & ECB* Date: 4/15/2019

Critical Steps	Person Responsible	Resources	Information Needed	Time Frame	Indicators (Measures) of Success
1. Organize and implement at least one trip to Jefferson City to communicate with legislators and staff (January is a preferable)	Drew			January 28 – Report at the February 21	One trip completed on 1/28
2. Chamber of Commerce to act as conduit for Contract for Services with Madsen & Wright				ECB January 17	
3. Select three ECB legislative priorities				January 17	
4. Communicate three ECB legislative priorities to Madsen & Wright and legislators during visits. Three priorities selected are: Highway 13/Transportation funding, Funding for Higher Education, and State and Local Sales/Use Tax for Out of State Companies.				Before Feb. 21 meeting	
5. JCEDC to invoice all partner organizations including Main Street				At February 21 meeting	
6. Host Johnson County Legislators Roundtable in Warrensburg with ECB members and Partner organization leadership				Session Wrap-up? And before the Veto Session	



7. New 501c6 organization will contract for legislative services and be proactive on local, regional, state and federal legislative priorities.				After formation and current contract with Madsen & Wright expires (May 2019)	
8. Send regular emails to Legislators					
9. Determine long-term and short-term objectives such as discuss the value and type of periodic legislative communications with ECB					
<b>What are the anticipated challenges? How do we deal with them?</b>					

<b>Project D: Clear Goals &amp; Action Plan</b>					
Purpose of Project: Define Action Plan Steps, Accountability, Performance Measures and Individual Board Buy-in				Completion Date: June 20, 2019 (or ECB Regular June Meeting)	
Members of Planning Group: Jill Purvis & Tracy Brantner				Date: December 20, 2018	
Critical Steps	Person Responsible	Resources	Information Needed	Time Frame	Indicators (Measures) of Success
1. Hold a "Review of the Economic Coordinating Board" such as representation, attendance, past successes and other member aspects.	Barb/Tracy	Barb's Knowledge of organization's history	ECB written documents such as past successes and other materials – defining the partner organizations and ECB's purpose	January 17, 2019	Completion of the "orientation-type" session for long-time and recent members
2. With the information from the	Barb, Michelle,		Strategic Planning Notes	Jan 3 & 10	Draft #1 Action

strategic planning session, draft an ECB Action Plan	Tracy		and Action Planning Worksheets		Plan Reviewed
3. Present Draft #1 Action Plan to the ECB for review and markup. Seek input on Accountability, performance measures and timelines.	Michelle, Tracy	Copies of Draft Action Plan. Input from all the ECB members	Michelle's ideas for a cool plan name. Perhaps reach out to the Communication's committee to come up with a cool plan name?	February 21 Hand-deliver to EDB members not in attendance Deadline for Committee / ECB member input is COB 3/15	Distribute Draft #1 of the Action Plan and seek input. Homework for the Committees/ECB members on performance measures and other priorities
4. Incorporate 3/15 input into the Draft #2 of the Action Plan to ECB for review and markup of Accountability, performance measures and timelines.	Barb, Michelle, Tracy	Copies of Draft #2 Action Plan including Accountability, performance measures		At ECB on March 21, 2019, Copies of Draft #2 Action Plan including proposed Accountability, performance measures	Draft #2 Action Plan, accountability, performance measures and timelines is completed for review & markup (aka Strategic Plan)
5. Final Draft of the Action Plan to ECB for recommendation of approval to individual Econ. Dev. Partner Boards.	Michelle, Tracy	Copies of Final Draft of the (ECB Strategic Plan – Name?) complete with Action items, accountability, performance measures, and timelines		May 16, 2019 ECB Meeting - Seek signatures of commitment by each Board to include 2 years of member representation on the ECB. June 20, 2019	Distribute Final Draft of ECB Strategic Plan – Name? submitted to individual Econ. Dev. Partner Boards for review, discussion and “approval, “support” and commitment ECB Strategic Plan is completed and
6. Strategic Plan presented with all	Michelle, Tracy	Copies of the			

approving organizations in support  7. Implement a 30/30 agenda following adoption of the Partnership Plan  8. Remain an active Committee to ensure continuous Partnership Plan tracking and follow-thru		approved Strategic Plan document for final adoption by the ECB			approved. Signatures of commitment by each Board to include 2 years of member representation on the ECB are secured.
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**What are the anticipated challenges?** Consistency of ECB members over the months needed to plan.

**How do we deal with them?** Work with ECB members and individual Board Presidents or designated representatives to attempt to maintain consistent membership and direction.

**E. Recruitment (of new partners and greater involvement):**

**Responsibility:** After discussion, this item was determined to be an outcome of other ECB work items and, therefore, each committee/member should keep the following priorities in mind. Perhaps it was added to the Communications Strategy Committee?

Priorities	Timeline	Measures of Success
1. Realistic Recruitment of new members		
2. Identify additional partners		
3. Expand involvement		

**F. Build Trust Among Partners:**

**Responsibility:** After discussion, this item was determined to be an organic outcome of ECB members working together on common goals and action items.

Priorities		
1. Build trust among partners		

**Project E: Educating ourselves**

Purpose of Project: Visit communities, fact based community information, identify support and local efforts. Action Plan Completion Date: March 15, 2019

Members of Planning Group: Marcy Bryant, Suzanne Taylor, Jeremy VanWey, Stephen Mukembo, and Tracy Brantner Date: May 30, 2019

Critical Steps	Person(s) Responsible	Resources	Information Needed	Timeline	Measure of Success
Identify and visit model communities for benchmarking, including borrowing ideas to adapt to our community.	Jeremy, Suzanne and Marcy			Two field trips per year	Number of model communities identified and visited Number of Ideas/ initiatives borrowed/ adapted to our community Successful outcomes attributed to the borrowed ideas
Fact-based, consistent, information on issues, demographics, resources and partners.	Jeremy, Suzanne, Marcy, Tracy, and Stephen	Census Retail Coach Economic Development All things MO		Annually	Inventory, present and/or distribute economic data, resources and partners.
Highlight a member agency at each ECB meeting and literature on purpose of group as well as breakdown on each partner's information.	Suzanne	Partners to present in the order shown on agenda		Monthly	For all WEC members to be able to exhibit basic knowledge of each partner's organization
Consider the value and type of email updates between ECB meetings on important topics.	Marcy	Outlook and Constant Contact			The partners will be better informed with factual and consistent information concerning current topics
Encourage and communicate other educational opportunities.	Marcy, Jeremy & Suzanne	CLIMB CLIMB High Leadership Missouri Leadership in Practice Manufacturing Day			Participation in Leadership MO and CLIMB, LIP and Manufacturing Day

Define topics/trainers for and host a “Practice being Ready for Development” training session(s)	Tracy			Annually	
<b>What are the anticipated challenges?</b> <b>How do we deal with them?</b>					

*This space left intentionally blank*

Representatives of the Warrensburg Economic Coalition (WEC), formerly known as the Economic Coordinating Board, have adopted this Partnership Plan and shall work diligently toward the accomplishment of the Plan and act to:

1. Support the WEC Mission and Vision
2. Participate regularly in WEC meetings, programs and activities
3. Inform WEC Partners of your agency's services and available resources
4. Ensure compliance with standards of confidentiality and privacy rights in all WEC-related communications
5. Take an active role in raising awareness of WEC and its activities and initiatives
6. Provide resources to support WEC (as your organization is able)
7. Adhere to consensus-based decision making approach
8. Disclose any potential Conflicts of Interest your agency or agency representatives may have to appropriate WEC representatives

Signature	Date	Signature	Date
Harold Stewart, City of Warrensburg		Casey Lund, City of Warrensburg	
Suzanne Taylor, Warrensburg Area Chamber of Commerce		Jeremy VanWey, Warrensburg Area Chamber of Commerce	
Jill Purvis, Warrensburg Main Street Inc.		Jason Elkins, Warrensburg Main Street Inc.	
Tracy E. Brantner, Johnson Co. Economic Dev. Corp.		Drew Lewis, Johnson Co. Economic Dev. Corp.	
Bill Hawley, University of Central Missouri		Marcy Bryant, Warrensburg Convention and Visitors Bureau	
Diane Thompson, Johnson County		Dr. Scott Patrick, Warrensburg R-VI School District	
Darinda J. Reberry, Western Missouri Medical Center		_____ Whiteman Air Force Base?	

## **WCVB Board Meeting**

**Meeting:** November 11, 2021

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

### **Overview:**

#### Goal: 1-Visitor Center

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

An interim location has been secured, 205 N Holden.

*The Committee meets the first Wednesday of the month at 9 a.m. via Zoom. The Committee met Nov. 3 to discuss the current location and interim location.*

Apartment lease has been extended until October 31, 2022.

Maintenance items are being taken care of as time allows.

#### Goal 2-Visitor Profile and Goal 3-Marketing Plan

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

*No report. A committee meeting will be scheduled early December. Staff's goal is to have an RFP out of the Visitor Profile the first of 2022.*

#### Parts of Goal 4: Foster Relationships

**Grant:** Ginny McTighe and Kelly Brooks

*No report. A committee meeting will be scheduled early December.*

#### Goal 5-Financial Stability/Sustainability

**Finance:** Ginny McTighe and Diane Whitworth

*A meeting was scheduled late September, but due to lack of quorum the meeting was postponed. It will be rescheduled.*

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

**WCVB DIRECTOR'S REPORT**  
Marcy Barnhart, Director of Tourism  
November 8, 2021

**Upcoming Projects/Events/Groups**

*UCM 150*

University of Central Missouri's historic celebration is almost concluding. The UCM 150 Committee has done a fabulous job offering events and activities throughout the year for current students and their parents along with alumni and the Warrensburg community.

The WCVB was a sponsor of Mule Tracks, a documentary on UCM's 150 years produced by KMOS-PBS. Attached is the thank you card from KMOS.

You can find the documentary on KMOS's website: <https://www.kmos.org/ucm150/>



From its roots as a progressive teacher's college founded after the Civil War to an internationally recognized university, the University of Central Missouri continually recreates itself through the very students who pass through its halls of education.

**Join KMOS as we explore the journey of the university from its founding in 1871 through the tragedies of war, and the triumphs of peace with the unwavering mission of education for service.**

**Sponsors**



**Resources**

[UCM at 150](#)  
[UCM Homecoming Information](#)  
[UCMO.edu](#)

**Support KMOS PBS**

*Warrensburg Holiday Parade/ Dicken's Christmas and Living Window*

December 3 & 4

The parade committee is working together to bring the parade back! Warrensburg Main Street will host Dicken's Christmas the following day.

WCVB will assist with promotion and event support. The WCVB and Warrensburg Parks and Recreation will work together to provide opportunities for youth to leave a special note to Santa following the parade during visits with the guest of honor!

**Social Media**

Noah Sweeney is assisting with the creation of an internal social media campaign highlighting those in the community who exemplify the "Big Soul" of our branding. There's no better time to launch than the week of Thanksgiving.

**Grant Update**

The Missouri Division of Tourism Marketing Matching Grant 2022 first reimbursement was submitted on Friday, October 31.

The WCVB has filed for recertification with MDT to be recognized as Johnson County's Designated Marketing Organization. The DMO status allows the WCVB to apply and receive grants offered by MDT. The recertification was submitted Tuesday, November 2.



### **Training**

I attended the CenStates TTRA Conference on Thursday, November 3 in St. Joseph, MO. The tourism research conference focused on topics such as identifying what research is needed, diversity and inclusivity, aging, and more. The WCVB will receive a stipend to reimburse for my registration fee and mileage from the Missouri Association of Convention and Visitors Bureaus.

I will be out of the office Wednesday, Nov. 17 to attend a sports marketing educational workshop in Columbia hosted by the Missouri Travel Alliance.

### **WCVB Board Meetings**

During the September Board Meeting, the Board agreed in consensus to hold in-person meetings quarterly throughout the year and by Zoom the remainder of the year. The remainder of meetings in 2021 will be held via Zoom.

2022 Meeting Schedule:

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

### **Out of Office**

I will be out the afternoon of Thursday, Nov. 18 utilizing Volunteer Time Off to assist with the setup of the Big Brothers Big Sisters Auction at Milestones.

I will be out of the office November 21-28.



Scott Alvested

Community Engagement Coordinator

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Warrensburg, MO 64093  
Office: 660-543-8922  
Cell: 816-517-3396  
alvested@ucmo.edu

A service of the **University of Central Missouri**

Marely,

Thank you so much for being  
a part of Mole Treks!

I look forward to working  
with you again soon!

-Scott