



Warrensburg Convention and Visitors Bureau

10 a.m. Wednesday, August 18, 2021

Via Zoom

Please click the link below to join the webinar:

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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 07082021.PDF](#)

5. Financial Report  
Marcy Barnhart, Tourism Director

Documents:

[FINANCIAL REPORT AUGUST 2021.PDF](#)

6. Order Of Business: Strategic Plan  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES STRATEGIC PLAN .PDF](#)  
[STRATEGIC PLAN DRAFT AUG 2021.PDF](#)

7. Order Of Business: Revised 2020-2021 Budget  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES REVISED FY 2020-21 BUDGET DRAFT .PDF](#)  
[BUDGET 2021-2022.PDF](#)

8. Order Of Business: 2021-2022 Budget  
Marcy Barnhart, Tourism Director

Documents:

[DIRECTOR NOTES FY 2021-22 BUDGET DRAFT .PDF](#)  
[BUDGET 2021-2022.PDF](#)

9. Directors Report  
Marcy Barnhart, Tourism Director

Documents:

[08162021 WCVB DIRECTORS REPORT BOARD.PDF](#)  
[JCCF THANK YOU LTR.PDF](#)

10. Other Business  
\*September Meeting

Marcy Barnhart, Tourism Director

11. City Of Warrensburg Update  
Danielle Dulin, Interim City Manager

Jim Kushner, City Council Member

12. Appearances By The Public

13. Board Comments  
WCVB Board

14. Adjournment

## Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, July 8, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, July 8, 2021, at 10:07 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

Present: Tom Koenigsfeld, Ginny McTighe (Joined 10:10 a.m.), Dana Phelps, Scott Thomason, Diane Thompson, and Diane Whitworth; exofficio members Danielle Dulin and Jim Kushner

Absent: Kelly Brooks

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

Minutes of the June 10, 2021, WCVB Board meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was seconded by Phelps. Motion passed.

Financial report was provided by the WCVB director. As of July 6, 2021, 64% of budgeted expenses have been incurred. As of July 6, 2021, the total lodging tax received for FY 20-21 is \$184,213. Total revenue (lodging tax and grants) received as of the meeting date is \$246,766.

The WCVB director provided her director's report. Items highlighted were the Missouri Division of Tourism Marketing Matching Grant, WCVB Grant, City of Warrensburg's RAISE Grant application, WCVB Board meeting format, internships, upcoming projects/events, and days out of the office.

The WCVB director recognized the board and their dedication to the organization. McTighe, Phelps, and Whitworth were all reappointed to the Board for a full three-year term.

Sine Die

A special meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Wednesday, July 8, 2021, at 10:35 a.m. with President Tom Koenigsfeld presiding.

Roll was called as follows: Present: Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Scott Thomason, Diane Thompson, and Diane Whitworth; and exofficio members Danielle Dulin, Danielle Fesler and Jim Kushner

Absent: Kelly Brooks

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

The election of officers for 2021-2022 was held as follows:

Koenigsfeld was nominated for president by Whitworth. The motion was second by Phelps. Motion passed.

Thomason was nominated for vice-president by Whitworth. The motion was second by Kushner. Motion passed.

Whitworth was nominated for treasurer by Phelps. The motion was second by McTighe. Motion passed.

Thompson was nominated for secretary by Whitworth. The motion was second by Phelps. Motion passed.

Committee Appointments:

Whitworth made a motion to approve the following members for the WCVB grant committee:  
Koenigsfeld, McTighe and Brooks  
The motion was seconded by Phelps. Motion passed.

McTighe made a motion to approve the following members for the WCVB Visitor Center committee:  
Koenigsfeld, Dulin, Phelps, Whitworth, and Kushner  
The motion was seconded by Thompson. Motion passed.

The director presented the first draft of the 2020-2021 revised budget for review.

Revenue Accounts to be Revised:

• Lodging Tax	\$250,000
• Grants	\$81,700
• Interest	\$4,390

Total Revenue \$342,070

Expense Accounts to be Revised:

• Wages Part-Time (Internships)	\$6,500
• Utilities Gas	\$1,000
• Advertising (Grants)	\$82,000
• Communication Non-Cat (Website)	\$4,000

Total Expense: \$327,615

The director presented the first draft of the 2021-2022 revised budget for review.

Revenue Accounts:

• Lodging Tax	\$250,000
• Grants	\$70,000
• Interest	\$4,000
• Earnings Credit	\$600

Total Revenue \$324,600

Expense Accounts:

• Personnel Wages (Part-Time Position)	\$85,980
• Commodities (Software & Supplies)	\$21,700
• Services (Contractual & Services Non-Cat)	\$201,920
• Community Agreements	\$15,000

Total Expense: \$324,600

Both budgets are tentatively scheduled to be presented for approval at the August WCVB Board meeting.

There were no appearances by the public.

Interim City Manager Danielle Dulin provided an update from the City of Warrensburg.

WCVB Board Member Diane Thompson updated the Board on areas Johnson County is evaluating for use of American Rescue Plan funds.

The WCVB director will update the board on the meeting format for the August 12 Board meeting following her meeting with the City's IT department on July 29.

The newly appointed committee members will be contacted to schedule committee meetings.

The board was asked to contact the director with their availability on Aug. 2 and Aug 3 for a strategic planning session as soon as possible.

Meeting was adjourned.

FINANCIAL REPORT\*  
AUG 2021

2020-2021 Budget

**EXPENSES**

	<b>FY21 BUDGET</b>	<b>DISBURSED</b>	<b>CURRENT BALANCE</b>
SALARIES & PT WAGES	\$ 52,910.00	\$ 35,202.61	\$ 17,707.39
EMPLOYEE TAXES	\$ 4,048.00	\$ 3,049.98	\$ 998.02
RETIREMENT	\$ 3,333.00	\$ 2,537.51	\$ 795.49
EMPLOYEE INSURANCE	\$ 8,378.00	\$ 5,709.51	\$ 2,668.49
WORKERS COMPENSATION	\$ 101.00	\$ 74.45	\$ 26.55

PROGRAM & OTHER SUPPLIES	\$ 13,940.00	\$ 4,395.44	\$ 9,544.56
UTILITIES	\$ 4,820.00	\$ 4,209.68	\$ 610.32
OUTSIDE SERVICES	\$ 22,956.00	\$ 4,986.70	\$ 17,969.30
INSURANCE	\$ 2,000.00	\$ 1,900.00	\$ 100.00
TRAINING & TRAVEL	\$ 500.00	\$ 355.00	\$ 145.00
DUES & MEMBERSHIPS	\$ 837.00	\$ 825.00	\$ 12.00
MARKETING & COMMUNICATION	\$ 100,000.00	\$ 87,265.38	\$ 12,734.62
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 10,000.00	\$ 2,000.00	\$ 8,000.00
LEASE AGREEMENT	\$ 16,000.00	\$ 13,089.40	\$ 2,910.60
<b>TOTALS</b>	<b>\$ 239,823.00</b>	<b>\$ 165,600.66</b>	<b>\$ 74,222.34</b>

As of August 16, 2021

69.05%

**REVENUE**

	<b>FY 21 BUDGET</b>	<b>COLLECTED</b>	<b>CURRENT BALANCE</b>
LODGING TAX	\$ 166,773.00	\$ 216,106.47	\$ (49,333.47)
GRANTS-STATE	\$ 71,600.00	\$ 58,351.07	\$ 13,248.93
MERCHANDISE		\$ -	\$ -
INTEREST ON DEPOSITS	\$ 1,500.00	\$ 3,896.95	\$ (2,396.95)
EARNINGS CREDIT	\$ -	\$ 465.04	\$ (465.04)
CLAIMS/REIMBURSEMENT		\$ 350.00	\$ (350.00)
<b>TOTALS</b>	<b>\$ 239,873.00</b>	<b>\$ 279,169.53</b>	<b>\$ (39,296.53)</b>

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As of August 16, 2021

116%

\*Not Audited

	Spent	Budgeted	Remaining	
<b>Salaries/Wages</b>				
Full-Time	\$ 39,378.65	\$ 52,910.00	\$ 13,531.35	7.44E-01
Part-Time	372.59	0	0	0
	<u>\$ 39,378.65</u>	<u>\$ 52,910.00</u>	<u>\$ 13,531.35</u>	<u>7.44E-01</u>
<b>Employee Insurance</b>				
Dental	\$ 623.34	\$ 832.00	\$ 208.66	7.49E-01
Health	\$ 4,760.34	\$ 7,040.00	\$ 2,279.66	6.76E-01
Life	\$ 94.20	\$ 134.00	\$ 39.80	7.03E-01
Short Term	\$ 139.80	\$ 250.00	\$ 110.20	0.5592
Long Term	\$ 91.83	\$ 122.00	\$ 30.17	7.53E-01
	<u>\$ 5,709.51</u>	<u>\$ 8,378.00</u>	<u>\$ 2,668.49</u>	<u>6.81E-01</u>
<b>Program &amp; Other Supplies</b>				
Clothing	\$ 120.00	\$ 500.00	\$ 380.00	0
Computer Supplies	\$ -	\$ 2,000.00	\$ 2,000.00	0
Meeting Supplies	\$ -	\$ 500.00	\$ 500.00	0
Maintenance Repairs & Supplies	\$ -	\$ 3,000.00	\$ 3,000.00	0
Office Suplies	\$ 389.26	\$ 1,500.00	\$ 1,110.74	2.6E-01
Software	\$ 1,433.40	\$ 1,900.00	\$ 466.60	7.54E-01
Food	\$ 168.35	\$ 200.00	\$ 31.65	0.84175
Supplies-Non Categorized	\$ 2,284.43	\$ 4,340.00	\$ 2,055.57	5.26E-01
	<u>\$ 4,395.44</u>	<u>\$ 13,940.00</u>	<u>\$ 9,544.56</u>	<u>3.15E-01</u>
<b>Utilities</b>				
Sewer	\$ 190.91	\$ 250.00	\$ 59.09	0.76364
Electric	\$ 1,572.10	\$ 2,000.00	\$ 427.90	0.78605
Gas	\$ 705.53	\$ -	\$ (705.53)	0
Water	\$ 156.32	\$ 350.00	\$ 193.68	4.47E-01
Data Access-Internet	\$ 1,044.82	\$ 1,500.00	\$ 455.18	6.97E-01
Cell Phone Reimbursement	\$ 540.00	\$ 720.00	\$ 180.00	0.75
	<u>\$ 4,209.68</u>	<u>\$ 4,820.00</u>	<u>\$ 610.32</u>	<u>8.73E-01</u>
<b>Outside Services</b>				
Financial Services	\$ 1,020.80	\$ 1,000.00	\$ (20.80)	1.0208
Legal Services	\$ 62.50	\$ 500.00	\$ 437.50	0.125
Services Non-Categorized	\$ 1,042.50	\$ 18,000.00	\$ 16,957.50	5.79E-02
Contractual Services	\$ 2,860.90	\$ 3,456.00	\$ 595.10	8.28E-01
	<u>\$ 4,986.70</u>	<u>\$ 22,956.00</u>	<u>\$ 17,969.30</u>	<u>2.17E-01</u>
<b>Training &amp; Travel</b>				
Schools & Seminars	\$ 355.00	\$ 500.00	\$ 145.00	0.71
	<u>\$ 355.00</u>	<u>\$ 500.00</u>	<u>\$ 145.00</u>	<u>0.71</u>
<b>Marketing &amp; Communication</b>				
Advertising	\$ 82,130.04	\$ 93,000.00	\$ 10,869.96	8.83E-01
Postage	\$ 64.00	\$ 500.00	\$ 436.00	0.128
Printing & Binding	\$ 502.03	\$ 5,500.00	\$ 4,997.97	9.13E-02
Communication-Non-Categorized	\$ 4,569.31	\$ 1,000.00	\$ (3,569.31)	4.56931
	<u>\$ 87,265.38</u>	<u>\$ 100,000.00</u>	<u>\$ 12,734.62</u>	<u>0.8726538</u>
<b>LEASE (407A East Russell Ave, ST. 2)</b>	\$ 13,089.40	\$ 16,000.00	\$ 2,910.60	0.8180875
<b>Community Agreements</b>	\$ 2,000.00	\$ 10,000.00	\$ 8,000.00	0.2

\*Cleaning Services & Printer/Copier Agreement

2020-2021 Budget-approved Aug 13, 2020.



Program & Other Supplies	Expenditures Commodities: Clothing, Computer, Meeting, Office, Software, Food, Supplies Non-Categorized
Utilities	Cell-Phone/Telephone
Outside Service	Financial Services/Legal Services
Insurance	
Training & Travel	Travel Meals, Mileage, Travel-Rooms, Schools & Seminars
Dues & Membership	
Marketing & Communication	Advertising, Printing & Binding, Postage, Shows & Expos, C
Other	Employment/Services-Non-Categorized
Grant Program	

## **WCVB Board Meeting**

**Meeting:** August 16, 2021

**Item:** Strategic Plan

### **Overview:**

The WCVB Board met on Monday, August 2 and Tuesday, August 3 at the Warrensburg Community Center to update the organization's strategic plan.

### Vision:

Inviting you to build your story by sharing ours.

### Mission Statement:

As storytellers we encourage visitors to discover the soul of our community by sharing memorable and vibrant experiences.

### Values:

Collaboration: Community Partners Working Together

Creativity: Open Mind to Adapt to an Everchanging World

Authenticity: Being True to the Story of Our Community

Integrity: Clear and Transparent With our Messaging

Knowledge: Honoring Professional and Expertise By Staying Informed and Current

### Goals:

1-Visitor Center

2-Visitor Profile

3-Marketing Plan

4-Foster Relationships

5-Financial Stability/Sustainability

### **Additional Resources:**

Detailed plan is attached

### **Staff Recommendation:**

Staff recommends the board review the plan and approve.

# Warrensburg Convention and Visitors Bureau

MISSION: As storytellers we encourage visitors to discover the soul of our community by sharing memorable and vibrant experiences.

VALUES: Collaboration, Creativity, Authenticity, Integrity and Knowledge

## G O A L 1: VISITOR CENTER (LOCATION) VISIBLE-WELCOMING-ACCESSIBLE

OJECTIVE: Secure Interim Visitor Center

Strategy: Work with the WCVB Visitor Center Committee to secure a location that fits the WCVB's purpose and budget by March 1, 2022

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Create a priority list for the facility	Staff Visitor Center Committee	H		ST-Oct 2021	Staff and Board	
Create a budget for the facility	Staff Visitor Center Committee Executive Committee	H		ST-Oct 2021	Staff and Board	
Identify potential locations that fit within the budget created	Staff Visitor Center Committee	H		ST-Oct 2021-Feb 2022	Staff and Board	

Strategy: Work to secure a permanent location

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Continue conversation with City of Warrensburg regarding location, funding, etc.	Staff Visitor Center Committee City Administration	H	Ongoing		
Have a conceptual visitors center created	Staff Visitor Center Committee City Administration	H	Ongoing (6-18 months)	Staff, Board, Contractor and Funding	
Build a new Visitor Center	Staff Visitor Center Committee City Administration	H	MT (3-5 years)	Staff, Board, City Administration, Contractors, Funding and Location	

**G O A L 2: VISITOR PROFILE CREATED (RESEARCH)**

Objective: Receive proposals from agencies of record to conduct a visitor profile

Strategy: Work Session with Executive Committee to develop RFP

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Review colleagues recently utilized RFPs for a Visitor Profile Creation	Staff	H	ST	Funding and Fellow MO CVBs	
Identify funding sources to pay for the service	Staff	H	ST		

Objective: Enter into an agreement with an agency of record for the creation of the Visitor Profile

Strategy: Present Submissions to WCVB Board for approval

Conduct work session with WCVB Executive Committee to review and evaluate submissions	Staff WCVB Executive Committee	H	ST		
Contact agency's submitted prior client list	Staff	H	ST		

**G O A L 3: MARKETING PLAN**

OJECTIVE: Utilizing Visitor Profile and Brand to create a marketing plan

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L- TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Strategy: Secure an agreement with an agency of record for services following the Visitor Profile study

Create and distribute RFP for services	Staff	H	ST-following Visitor Profile	Staff and Input from MO CVBs	
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OJECTIVE: Implement the marketing plan

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	L- TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
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Strategy: Work within the budget to implement the plan

Evaluate current budget following the plans creation for needed amendments and future budget marketing needs	Staff	M	ST/MT	Staff and Funding	
Incorporate items identified in the plan on futre budgets	Staff	H	Ongoing	Staff and Funding	

**G O A L 4: FOSTER RELATIONSHIPS**

OJECTIVE A: Secure community members to serve as ambassadors (storytellers)

Strategy: Identify missing partnerships and potential groups/organizations to assist with telling our story

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Identify 5-7 community partners	Staff Board	H	Ongoing	Staff and Board	

OJECTIVE : Actively work to strengten relationship with UCM Community and provide quarterly updates to WCVB Board

Strategy: Create, build, and sustain relationships to bring awareness of the WCVB's mission with UCM stakeholders

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Meet with UCM Administration a minimum of twice a year to discuss partnership opportunities	Staff UCM Administration	H	LT-Ongoing	Staff and Board	
Identify and support UCM stakeholders who organize events/programs that bring visitors to community	Staff	H	LT-Ongoing	Staff and Funding	
Partner with UCM classes and organizations on projects/programs and provide event support when applicable	Staff	M	LT-Ongoing	Staff and Funding	

OJECTIVE : Actively work to strengten relationship with WAFB Community

Strategy: Create, build, and sustain relationships to bring awareness of the WCVB's mission with WAFB stakeholders

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low L-	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Attend Military Affairs Committee meetings and continue membership	Staff	M	ST-Ongoing	Staff and Funding	
Attend Base Community Council Luncheon meetings and continue membership	Staff	M	ST-Ongoing	Staff and funding	
Meet with WAFB Public Affairs office to discuss beneficial ways the WCVB can assist the base community	Staff	H	ST	Staff and funding	
Implement ways identified through meeting attendance	Staff	H	MT (3-5 years)	Staff, Board and Funding	
Work with the Warrensburg Chamber to get promotional material on base and in the hands of those coming into the community	Staff	H	ST-Ongoing	Staff, Funding and Promotional Materials	

**G O A L 5: MAINTAIN FINANCAIL STABILITY/SUSTAINABILITY**

OBJECTIVE: Create the WCVB a financial plan (3 & 5 years)

Strategy: Staff and Finance Committee to develop a financial plan identifying short-term and long-term goals

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY HH-High M-Medium Low	TERM SST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED ( Staff, tech, etc. )	OUTCOME
Utilize marketing plan to determine marketing opportunities	Staff and Marketing Committee	H	ST	Staff and Research	
Develop a contingency plan for revenue (funding opportunities)	Staff and Finance Committee	H	ST	Staff and Research	
Create spreadsheet with financial details	Staff and Finance Committee	H	ST	Staff	
Identify day-to-day financial procedures and budget procedures and create written document for Board review and approval	Staff and Finance Committee	H	ST	Staff	
Continue to evaluate and assess financial document to stay current on the City's financial policies and procedures	Staff and Finance Committee	H	Ongoing	Staff, Board and City Finance Department/Administration	



## **WCVB Board Meeting**

**Meeting:** August 18, 2021

**Item:** 2020-2021 Revised Budget Presentation (Draft)

### **Overview:**

#### **Revenue:**

Lodging tax received was \$83,227 higher than budgeted. Revised amount \$250,000

Interest received was \$2,890 higher than budgeted. Revised amount \$4,390

Grant revenue received was \$15,5000 than budgeted. Revised amount \$81,700

Total Increase of Revenue for FY 20-21: \$102,197. Revised amount \$342,070

#### **Expense:**

The WCVB's expense for FY 20-21 were projected very conservatively.

#### **Revisions:**

Wages Part-Time: \$6,500 (Interns)

Utilities Gas: \$1,000

Advertising: \$90,045 (Grants)

Communication Non-Cat: \$4,000 (Website)

Office Supplies \$1,000

Mileage \$300 (MACVB Conference and Travel Show)

Supplies: \$3,660 (MO Birthday Celebrations and Travel Show)

Total Expenses for FY 20-21: \$342,070

#### **Additional Resources:**

Detailed budget draft attached

#### **Staff Recommendation:**

Staff recommends the board review the budget and approve.

Warrensburg Convention and Visitors Bureau

2021-2022 PROPOSED BUDGET

Account Number	Description	FY19-20Actual	FY20-21 Budget	FY20-21 Amended Budget	FY 2021-2022 Proposed
<b>REVENUES</b>					
830-51905	Taxes-Lodging	\$ 295,176.00	\$ 166,773.00	\$ 250,000.00	\$ 300,000.00
830-52200	Grants-State	\$ 79,711.00	\$ 71,600.00	\$ 87,100.00	\$ 70,000.00
830-55105	Admissions				
830-55115	Advertising				
830-57120	Earnings Credit	\$ 505.00		\$ 580.00	\$ 600.00
830-57105	Interest on Deposits	\$ 4,691.00	\$ 1,500.00	\$ 4,390.00	\$ 4,000.00
830-59910	Claims/Reimbursement	\$ 320.00			
830-59930	Transfer from Other Source				
830-55190	Retail	\$ 30.00	\$ -		
	<b>Total Revenues</b>	<b>\$ 380,433.00</b>	<b>\$ 239,873.00</b>	<b>\$ 342,070.00</b>	<b>\$ 374,600.00</b>
<b>Personnel Expenses</b>					
830-611-1101	Wages Full Time	\$ 56,361.00	\$ 52,910.00	\$ 53,700.00	\$ 55,000.00
830-611-1102	Wages Part Time	\$ 5,311.00	\$ -	\$ 6,500.00	\$ 13,800.00
830-611-1103	Wages-Overtime	\$ -	\$ -	\$ -	\$ -
830-611-2101	FICA	\$ 4,756.00	\$ 4,048.00	\$ 4,610.00	\$ 5,400.00
830-611-2201	Retirement-Lagers	\$ 3,558.00	\$ 3,333.00	\$ 3,400.00	\$ 3,400.00
830-611-2301	Insurance-Dental	\$ 866.00	\$ 832.00	\$ 840.00	\$ 840.00
830-611-2302	Insurance-Health	\$ 6,569.00	\$ 7,040.00	\$ 7,000.00	\$ 8,500.00
830-611-2304	Insurance-Life	\$ 142.00	\$ 134.00	\$ 140.00	\$ 130.00
830-611-2305	Insurance-Short-Term Disability	\$ 265.00	\$ 250.00	\$ 250.00	\$ 180.00
830-611-2306	Insurance-Long-Term Disability	\$ 129.00	\$ 122.00	\$ 130.00	\$ 130.00
830-611-2401	Worker's Compensation	\$ 118.00	\$ 101.00	\$ 110.00	\$ 100.00
	<b>Total Personnel Expenses</b>	<b>\$ 78,075.00</b>	<b>\$ 68,770.00</b>	<b>\$ 76,680.00</b>	<b>\$ 87,480.00</b>
<b>Expenditures:Commodities</b>					
830-611-3102	Retail	\$ 108.00	\$ -	\$ -	\$ -
830-611-4102	Clothing	\$ -	\$ 500.00	\$ 500.00	\$ 500.00
830-611-4103	Computer Supplies	\$ 2,128.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
830-611-4107	Maintenance Repairs & Supplies	\$ 169.00	\$ 3,000.00	\$ 3,000.00	\$ 1,500.00
830-611-4108	Meeting Supplies	\$ 13.00	\$ 500.00	\$ 100.00	\$ 500.00
830-611-4109	Office Supplies	\$ 1,223.00	\$ 1,500.00	\$ 2,500.00	\$ 1,500.00
830-611-4114	Software	\$ 767.00	\$ 1,900.00	\$ 1,900.00	\$ 4,200.00
830-611-4117	Food	\$ 29.00	\$ 200.00	\$ 2,000.00	\$ 700.00
830-611-4199	Supplies Non-Categorized	\$ 2,131.00	\$ 4,340.00	\$ 8,000.00	\$ 10,500.00
	<b>Total Non-Categorized</b>	<b>\$ 6,568.00</b>	<b>\$ 13,940.00</b>	<b>\$ 20,000.00</b>	<b>\$ 21,400.00</b>
<b>Services</b>					
830-611-5106	Utility-Telephone	\$ 540.00	\$ 720.00	\$ 720.00	\$ 720.00
830-611-5107	Utility-Data Access	\$ 2,345.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
830-611-5109	Utility-Sewer	\$ 195.00	\$ 250.00	\$ 250.00	\$ 300.00
830-611-5103	Utility-Water	\$ 238.00	\$ 350.00	\$ 350.00	\$ 300.00
830-611-5101	Utility-Electric	\$ 2,107.00	\$ 2,000.00	\$ 2,000.00	\$ 2,250.00
830-611-5102	Utility-Gas	\$ -	\$ -	\$ 1,000.00	\$ 1,500.00
830-611-5299	Contractual Services	\$ 2,888.00	\$ 3,456.00	\$ 4,000.00	\$ 8,800.00
830-611-5202	Consulting	\$ 8,750.00	\$ -	\$ -	\$ 5,000.00
830-611-5203	Financial Services	\$ 1,027.00	\$ 1,000.00	\$ 1,200.00	\$ 1,200.00
830-611-5206	Legal Services	\$ 24.00	\$ 500.00	\$ 500.00	\$ 500.00
830-611-5209	Rent/Lease	\$ 14,795.00	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00
830-611-5301	Property Insurance	\$ 1,799.00	\$ 2,000.00	\$ 1,900.00	\$ 2,000.00
830-611-5401	Travel Meals	\$ 31.00	\$ -	\$ -	\$ 200.00
830-611-5402	Mileage	\$ 444.00	\$ -	\$ 300.00	\$ 850.00
830-611-5403	Travel Rooms	\$ 459.00	\$ -	\$ -	\$ 800.00
830-611-5404	Schools and Seminars	\$ 165.00	\$ 500.00	\$ 500.00	\$ 750.00
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830-611-5601	Advertising	\$ 42,912.00	\$ 93,000.00	\$ 183,045.00	\$ 147,850.00
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830-611-5603	Printing and Binding	\$ 521.00	\$ 5,500.00	\$ 5,500.00	\$ 4,500.00
830-611-5604	Shows/Expo/Events Expense	\$ -	\$ -	\$ 250.00	\$ 650.00
830-611-5699	Communication-Non Categorized	\$ 704.00	\$ 1,000.00	\$ 5,000.00	\$ 1,500.00
830-611-5904	Employment	\$ -	\$ 50.00	\$ 50.00	\$ 50.00
830-611-5999	Services Non-Categorized	\$ -	\$ 18,000.00	\$ 10,000.00	\$ 51,000.00
	<b>Total Services</b>	<b>\$ 81,571.00</b>	<b>\$ 147,163.00</b>	<b>\$ 235,390.00</b>	<b>\$ 250,720.00</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	\$ 845.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00
	<b>Non-Categorized</b>	<b>\$ 845.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ 15,000.00</b>
	<b>Total Expenditures</b>	<b>\$ 167,059.00</b>	<b>\$ 239,873.00</b>	<b>\$ 342,070.00</b>	<b>\$ 374,600.00</b>
	<b>Revenues Over (Under) Expenditures</b>		\$ -	\$ -	\$ -

## **WCVB Board Meeting**

**Meeting:** August 16, 2021

**Item:** 2021-2022 FY Budget Presentation (Draft)

### **Overview:**

### **Revenue:**

Lodging tax received is projected to be \$300,000

Interest is projected at \$4,000

Grant revenue is projected to be \$70,000 from the Missouri Division of Tourism Marketing Matching Grant (Grant runs July 2021-June 2022, so part will be allocated to Revised 2020-2021. The amount is not known until the campaign is approved and runs.).

Total Revenue Projected: \$324,600

### **Expense:**

The WCVB's expense were projected very conservatively. The budget presented is a zero balanced budget.

Personnel                 \$87,480 (Hiring P-T Communication Coordinator)

Commodities             \$21,700 (Software & Supplies Non-Categorized-Group support)

Services                 \$250,720 (Advertising, Contractual Services-graphic design, Services Non-Categorized-Photography, Visitor Profile Study and Marketing Plan, etc.)

Non-Categorized        \$15,0000 (WCVB Community Grants)

Total Expense Projected: \$374,600

### **Additional Resources:**

Detailed budget draft attached

### **Staff Recommendation:**

Staff recommends the board review the budget and approve.

Warrensburg Convention and Visitors Bureau

2021-2022 PROPOSED BUDGET

Account Number	Description	FY19-20Actual	FY20-21 Budget	FY20-21 Amended Budget	FY 2021-2022 Proposed
<b>REVENUES</b>					
830-51905	Taxes-Lodging	\$ 295,176.00	\$ 166,773.00	\$ 250,000.00	\$ 300,000.00
830-52200	Grants-State	\$ 79,711.00	\$ 71,600.00	\$ 87,100.00	\$ 70,000.00
830-55105	Admissions				
830-55115	Advertising				
830-57120	Earnings Credit	\$ 505.00		\$ 580.00	\$ 600.00
830-57105	Interest on Deposits	\$ 4,691.00	\$ 1,500.00	\$ 4,390.00	\$ 4,000.00
830-59910	Claims/Reimbursement	\$ 320.00			
830-59930	Transfer from Other Source				
830-55190	Retail	\$ 30.00	\$ -		
	<b>Total Revenues</b>	<b>\$ 380,433.00</b>	<b>\$ 239,873.00</b>	<b>\$ 342,070.00</b>	<b>\$ 374,600.00</b>
<b>Personnel Expenses</b>					
830-611-1101	Wages Full Time	\$ 56,361.00	\$ 52,910.00	\$ 53,700.00	\$ 55,000.00
830-611-1102	Wages Part Time	\$ 5,311.00	\$ -	\$ 6,500.00	\$ 13,800.00
830-611-1103	Wages-Overtime	\$ -	\$ -	\$ -	\$ -
830-611-2101	FICA	\$ 4,756.00	\$ 4,048.00	\$ 4,610.00	\$ 5,400.00
830-611-2201	Retirement-Lagers	\$ 3,558.00	\$ 3,333.00	\$ 3,400.00	\$ 3,400.00
830-611-2301	Insurance-Dental	\$ 866.00	\$ 832.00	\$ 840.00	\$ 840.00
830-611-2302	Insurance-Health	\$ 6,569.00	\$ 7,040.00	\$ 7,000.00	\$ 8,500.00
830-611-2304	Insurance-Life	\$ 142.00	\$ 134.00	\$ 140.00	\$ 130.00
830-611-2305	Insurance-Short-Term Disability	\$ 265.00	\$ 250.00	\$ 250.00	\$ 180.00
830-611-2306	Insurance-Long-Term Disability	\$ 129.00	\$ 122.00	\$ 130.00	\$ 130.00
830-611-2401	Worker's Compensation	\$ 118.00	\$ 101.00	\$ 110.00	\$ 100.00
	<b>Total Personnel Expenses</b>	<b>\$ 78,075.00</b>	<b>\$ 68,770.00</b>	<b>\$ 76,680.00</b>	<b>\$ 87,480.00</b>
<b>Expenditures:Commodities</b>					
830-611-3102	Retail	\$ 108.00	\$ -	\$ -	\$ -
830-611-4102	Clothing	\$ -	\$ 500.00	\$ 500.00	\$ 500.00
830-611-4103	Computer Supplies	\$ 2,128.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
830-611-4107	Maintenance Repairs & Supplies	\$ 169.00	\$ 3,000.00	\$ 3,000.00	\$ 1,500.00
830-611-4108	Meeting Supplies	\$ 13.00	\$ 500.00	\$ 100.00	\$ 500.00
830-611-4109	Office Supplies	\$ 1,223.00	\$ 1,500.00	\$ 2,500.00	\$ 1,500.00
830-611-4114	Software	\$ 767.00	\$ 1,900.00	\$ 1,900.00	\$ 4,200.00
830-611-4117	Food	\$ 29.00	\$ 200.00	\$ 2,000.00	\$ 700.00
830-611-4199	Supplies Non-Categorized	\$ 2,131.00	\$ 4,340.00	\$ 8,000.00	\$ 10,500.00
	<b>Total Non-Categorized</b>	<b>\$ 6,568.00</b>	<b>\$ 13,940.00</b>	<b>\$ 20,000.00</b>	<b>\$ 21,400.00</b>
<b>Services</b>					
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<b>Capital Outlay</b>					
830-611-6206	Equipment-Office	\$ -	\$ -	\$ -	\$ -
	<b>Total Capital Outlay</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
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830-611-9301	Community Agreements	\$ 845.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00
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	<b>Total Expenditures</b>	<b>\$ 167,059.00</b>	<b>\$ 239,873.00</b>	<b>\$ 342,070.00</b>	<b>\$ 374,600.00</b>
	<b>Revenues Over (Under) Expenditures</b>		\$ -	\$ -	\$ -

**WCVB DIRECTOR'S REPORT**  
Marcy Barnhart, Director of Tourism  
August 16, 2021

I'm not sure where to start!!

We've been busy the last few weeks. This week we have a bit going on as well! A big thank you to the WCVB Board for allowing the Board Meeting to be moved to 10 a.m. Wednesday, August 18 due to Missouri Governor Mike Parson and First Lady's visit on our regularly scheduled meeting date.

***Recap Missouri Bicentennial Events/Projects:***

*Thank you to everyone who volunteered, attended, and supported all the events we had in celebration of Missouri's 200<sup>th</sup> Birthday! None of them would have been possible without so many coming together. A special shout out to the WCVB Board, City leaders and departments who assisted with all the events: Parks and Recreation, Public Works and the Police Department.*

Birthday Party at the Farmers' Market: Saturday, August 7

We partnered with the Warrensburg Farmers' Market on Saturday, August 7 to have a birthday party for Missouri at the Farmers Market. We had cupcakes, ice cream cups, a birthday card attendees signed to wish Missouri a happy birthday, Visit Warrensburg tote bags with community information, activities for children and more.

100 cupcakes, 100 community bags and 100+ ice cream cups were distributed.

Ice Cream Social: Tuesday, August 10

The Missouri Bicentennial Commission asked communities, organizations, or ice cream shops to come together on August 10 and celebrate Missouri's 200<sup>th</sup> anniversary of statehood with an ice cream social. It was only fitting with the ice cream cone being Missouri's official state dessert! We asked everyone to share pictures of their ice cream social and use the hashtag #ScoopsAcrossMissouri.

On the evening of Tuesday, August 10, the WCVB, City of Warrensburg and Warrensburg Parks and Recreation hosted a community ice cream social at 7:30 p.m. in Grover Memorial Park. We had free ice cream and entertainment by the Burg's very own John Kennedy. The birthday poster was available for attendees to sign.

100+ ice cream cups were distributed.

Special Visit: Thursday, August 12

Missouri Governor Mike Parson and First Lady visited the Johnson County Historical Society grounds, 302 N. Main, Warrensburg at 1:15 p.m. Thursday, August 12 in celebration of Missouri's Bicentennial. The mayor kicked it off by welcoming everyone.

Bill Wayne and Bruce Uhler presented the Old Drum story on behalf of the historical society.

The Johnson County Historical Society opened the old courthouse, one room schoolhouse and museum for tours. Cookies, bottles of water and hand fans were distributed.

We provided a gift bag for the Governor and First Lady along with beautiful flowers from Awesome Blossoms upon their arrival.

We estimate 50+ people attended.

Bicentennial Time Capsule

The City of Warrensburg and the WCVB worked together on a submission for the Missouri Bicentennial Time Capsule project the Saint Louis Ambassadors and the State Historical Society of Missouri are partnering together to create.

The capsule will be housed at the State Historical Society of Missouri. It will be reopened and shared with the public in 2046! The submission included the book Images of America Warrensburg, Missouri written by Lisa Irle, the Warrensburg Visitor Guide, and a letter from Mayor Holmberg.

### ***Upcoming Projects/Events/Groups:***

WCVB Strategic Plan (Update)

The Board met on Monday, August 2 (2-5 p.m.) and Tuesday, August 3 (9:30 a.m.-noon) at the Warrensburg Community Center to discuss the current plan and needed revisions. The two sessions were exciting and very productive. The strategic session will be presented to the WCVB Board for approval at the August WCVB Board meeting.

The board identified numerous goals with a good mix of long-term and short-term. There will be committees assigned to each goal. The strategic plan will be a standing item on the board's monthly agenda. During that time updates will be provided on the status of the action steps. The goals encompassed the Visitor Center, Networking, Financial Procedures/Goals, Research-Visitor Profile Study and Marketing Plan creation.

WCVB Budget FY 21-22

A preliminary budget was presented to the Board at the July meeting. The strategic plan the board worked on August 2-3, will play a big part in the organization's budget. The budget will have necessary revisions made and presented to the board for approval at the August WCVB Board Meeting.

Missouri Travel Alliance...Travel Missouri Exhibition Thursday, August 19

The WCVB will have a table at the MTA Travel Missouri Exhibition on Thursday, August 19 at the Missouri State Fair. The Visitor Center will be closed that day.

Leadership Missouri Wednesday, August 18-Friday, August 20

The WCVB was notified last week the Missouri Chamber Foundation's program Leadership Missouri had revised their August meeting location. They are coming to Warrensburg! We are so excited to have them. The organization consists of leaders throughout the state, including our very own Interim City Manager Danielle Dulin. We have several area community leaders who are program alums, including Council Member Lund and Suzanne Taylor, Warrensburg Chamber of Commerce director.

The WCVB is a sponsor for the visit. The group has secured 29 rooms for two nights! We will have welcome bags in each room to help them know how excited we are to have them in our community. I will also attend the opening workshop on Wednesday, August 18 at the Dollar Tree to help welcome the group to our community.

We greatly appreciate the opportunity to assist with the organizations visit!

### **WCVB Board Meetings**

The next WCVB Board Meeting will be held at 10 a.m. Thursday, September 9 via Zoom.

### **WCVB Grant Update**

No grant applications were submitted for the July 30, 2021 deadline.



July 23, 2021

Warrensburg Convention and Visitors Bureau  
Marcy Barnhart  
102 S Holden St.  
Warrensburg, MO 64093

Dear Marcy,

Thank you for your generous donation to the Johnson County Cancer Foundation. The Johnson County Cancer Foundation's mission is to provide financial support to those in need who reside in Johnson County, Missouri. It is individuals like you that helps make our mission possible.

We received your generous donation of \$1000. No goods or services were provided in exchange for this contribution.

The Johnson County Cancer Foundation is a 501(c)(3) nonprofit, tax-exempt, charitable organization with Federal Identification Number # 20-4928192. All contributions to the Johnson County Cancer Foundation are tax deductible. Please retain this receipt for your records.

Thank you from the Johnson County Cancer Foundation!

Sincerely,

A handwritten signature in blue ink that reads "Chad Edwards".

Chad Edwards  
Treasurer, JCCF