

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
January 10, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, January 10 at 3:30 p.m. at the Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg, Missouri with President Kirsti Brunsvold presiding. Roll was called as follows: Present: Kirsti Brunsvold, Chelsea Cantrell, Tom Koenigsfeld, Ginny McTighe and Diane Whitworth and ex-officio members Danielle Fesler and Danielle Johnston: Absent: Sandy Irle; and ex-officio 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 December 4, 2018 WCVB strategic session were considered. McTighe made a motion to approve the meeting minutes. The motion was second by Brunsvold. The motion passed.

Minutes of the December 4, 2018 WCVB meeting were considered. Whitworth made a motion to approve the meeting minutes. The motion was second by McTighe. The motion passed.

Financial report provided by the WCVB director. Personnel expenses for November and December have not been posted as of the meeting date.

The strategic plan created by the WCVB Board in three work sessions (October, November and December) with Key Solutions facilitating was presented to the board for approval. The director thanked the board for their hard work and commitment during the process. The committees appointed in December will be communicated upcoming dates on the plan. Koenigsfeld made a motion to approve the strategic plan for implementation. The motion was second by Brunsvold. The motion passed.

The board was presented documents created by legal counsel for the lodging tax increase ballot measure on the April 2, 2019 election documents for review and approval. The measure would be presented to City Council for approval at the January 14, 2019 Council Meeting.

McTighe made a motion the lodging tax increase be submitted to the qualified voters of the City of Warrensburg, Missouri, for their approval, as required by Section 67.1000 RSMo, at the general election hereby called and to be held in the City of Warrensburg on Tuesday, the 2nd day of April, 2019. The ballot of submission shall contain substantially the following language:

Shall the municipality of the City of Warrensburg, Missouri increase the current lodging tax of two and one-half percent (2.5%) to five percent (5%) on sleeping rooms for transient guests of hotels and motels in the City for the purpose of funding promotion of the city as a convention, visitor and tourist center? The motion was second by Cantrell. A roll call vote followed: Yes: Brunsvold, Cantrell, Koenigsfeld, McTighe and Whitworth. Absent: Irle. Motion passed.



At the December 4, 2018 strategic session, the board identified the need to have informational material regarding the lodging tax ballot measure designed and printed. The director asked the board to approve an expense not to exceed \$2,500 for the design and printing of informational material to use while educating residents on the measure. Posters, brochures, social media graphics and a Power Point template would be created. Printing costs would be minimum. Koenigsfeld made a motion to the board approve the director to expend no more than \$2,500 for the design and printing of informational material regarding the lodging tax. The motion was second by McTighe. Motion passed.

The director and Grant committee presented the 2019 grant program for review and approval by the board. The grant budget was increased to \$12,000 for FY 2018-19. This is a \$5,000 increase from prior budgets. The budget was approved 8/23/18.

The committee recommends the creation of two grants: Tourism Marketing (marketing of events and programs) and Sports (sports event costs)

Tourism Marketing: maximum award \$1,500; marketing exp.

Sports: maximum award \$1,000; event exp including marketing w/exceptions-alcohol, cleaning supplies, prize money

New Requirements:

- # of lodging rooms projected to be used reported on applications
- Applicant must contact a minimum of one establishment to reserve block of rooms within two weeks of award notification (confirmation must be supplied with reimbursement forms)
- Committee will review applicant's history prior to evaluating future applications.

We will be highlighting receipts are mandatory on all communication. No exceptions.

Tentative 2018-19 Grant Dates:

Open applications: Week of Jan. 14

Application deadline: Friday, Feb. 8

Grant Committee Review Applications: Feb. 11-14 (prior to Feb. WCVB Board meeting)

Depending on the awarding in February, applications may or may not be reviewed in June 2019.

Brunsvold made a motion the 2019 WCVB grant program be approved as presented. The motion was second by McTighe. Motion passed.

The director presented the director's report.

No miscellaneous items or public comments were presented.

Brunsvold moved to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:

(2) Leasing, purchase or sale of real estate where public knowledge might adversely affect the amount paid in the transaction.

(12) Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.

Yes: Brunsvold, Cantrell, Koenigsfeld, McTighe and Whitworth

