

Warrensburg Convention & Visitors Bureau

Marketing Committee Minutes

10 a.m. Friday, January 28, 2022

A meeting of the Warrensburg Convention and Visitors Bureau Marketing Committee was held at via Zoom on Friday, January 28, 2022, at 10:02 a.m. Roll was called as follows:

Present: Kelly Brooks, Dana Phelps, Diane Thompson and Tom Koenigsfeld

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

Minutes of the previous meeting on Wednesday, December 1, 2021 were presented for approval. Phelps made a motion the minutes be approved as presented. The motion was seconded by Brooks. Motion passed.

The director updated the Committee following her meeting with Dee Ann McKinney, Missouri Division of Tourism Research Analyst, on Thursday, January 13, 2022.

It is recommended the visitor profile study be completed in 2023, due to the variable's tourism is still experiencing due to Covid. The timeframe discussed at the December meeting would be moved approximately one year. A survey card will be created for distribution starting March 1, 2023-November 31, 2023. The WCVB and MDT staff will work together in 2022 to create an effective survey card and a distribution plan. WCVB would apply for the MDT Marketing Platform Grant in 2023. The estimated cost of the visitor profile plan is \$10,000-\$15,000. The MDT grant has a maximum award of \$5,000. Johnson County Economic Development Corporation will be contacted regarding their need for a visitor profile study. If the WCVB's study can assist JCEDC, we'll work together to gather that information.

The next meeting will be scheduled for the first of April 2022. The committee will review a draft of the survey card and distribution plan.

Meeting was adjourned.