

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, February 10, 2022

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, February 10, 2022, at 10:11 a.m. with President Tom Koenigsfeld presiding.

Roll was called as follows:

Present: Tom Koenigsfeld, Ginny McTighe, Dana Phelps, and Diane Thompson; exofficio Danielle Dulin, Danielle Fesler and Jim Kushner

Absent: Kelly Brooks, Scott Thomason, and Diane Whitworth; exofficio member Danielle Fesler

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

Minutes of the January 13, 2022, WCVB Board meeting were considered. Two revisions were presented to the Board prior to approval: Deleting *Via Zoom* in the header and revising name: Koenigsfeld made the motion to close part of the meeting not Whitworth as noted. McTighe made a motion to approve the meeting minutes with the revisions noted. The motion was seconded by Phelps. Motion passed.

Financial report was provided by the WCVB director. As of February 4, 2022, 16% of budgeted expenses have been incurred. As of February 4, 2022, the total lodging tax posted for FY 21-22 is \$135,060. Total revenue (lodging tax and grants) posted as of the meeting date is \$151,105. Board was asked to note January transfers had not been posted. The financial report reflects the budget revisions approved October 14, 2021 for FY 21-22.

The director presented an agreement for advertising services from Missouri Life for May 2022-December 2022. The agreement is at a cost of \$15,840. It includes five full-page ads, three digital sponsored content pieces and two dedicated e-newsletters. WCVB has advertised with Missouri Life since 2017. McTighe made a motion to approve the agreement with Missouri Life for a cost of \$15,840. The motion was seconded by Phelps. Motion passed.

The director presented an agreement with Terrain Magazine for 2022 advertising. The agreement is at a cost of \$4,275. The agreement includes one half-page ad, three full-page ads, one website billboard and one enewsletter banners. WCVB has advertised with Terrain Magazine since 2020. McTighe made a motion to approve the agreement with Terrain Magazine for a cost of \$4,275. The motion was seconded by Thompson. Motion passed.

The director updated the board on the WCVB committee's and progress on the WCVB's strategic plan.

The director's report was given. The director discussed upcoming projects-social media, Spirit Trail marketing, and Skyhaven Airport tour and tourism discussion; provided updates on the grants the WCVB offers and receives, and upcoming important dates.

City Manager Danielle Dulin provided the City of Warrensburg update.

No other items were presented.

Thompson made a motion to close part of the meeting pursuant to Section 610.021 of the Revised Statutes of Missouri relating to:

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

Yes: Koenigsfeld, McTighe, Phelps and Thompson

Absent: Brooks, Thomason and Whitworth