

# Warrensburg Convention & Visitors Bureau Minutes

Zoom

10 a.m. Thursday, March 9, 2023

A meeting of the Warrensburg Convention and Visitors Bureau was held by Zoom on Thursday, March 9, 2023, at 10:02 a.m. with President Tom Koenigsfeld presiding.

Roll was called as follows:

Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Diane Thompson, and Diane Whitworth; and exofficio member Chris Deal

Absent: Dana Phelps and Scott Thomason; and exofficio members Danielle Dulin and Jim Kushner

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

Minutes of the February 9, 2023, WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Koenigsfeld. Brooks and Whitworth abstained. Motion passed.

Financial report\* was provided by the WCVB director.

FY 2022-2023

As of March 6, 2023, 52% of budgeted expenses have been incurred.

As of March 6, 2023, 31% of the budgeted revenue has been received.

The February 2023 transfer by the City had not been completed by the report date.

Two hotels have not remitted their lodging tax from December 2022 and January 2023.

The WCVB is waiting for the receipt of MDT MMG 2023 Quarter 2 reimbursement of \$22,286.

\*Unaudited numbers provided.

The WCVB director provided an update on the renovation of 205 North Holden Street. The WCVB has not received notification from the Missouri Department of Economic Development regarding the Local Tourism Asset Development Grant. The first invoice was received March 3, 2023. It was submitted for payment following approval by Senior Project Manager Bill Graves. The change order approved in February regarding the moisture issue is being worked on.

The WCVB director presented six-month budget amendments to the Board for review and approval. McTighe made a motion to approve the budget amendments as presented. The motion was seconded by Whitworth. Motion passed.

The following budget revisions were presented for approval:

Beginning Fund Balance: \$550,000 (as per the Nov. 2022 bank reconciliation)

Revenue:

Increased \$70,000 from City of Warrensburg allocation of ARPA Funds (205 N Holden Renovation)

Increased interest accrual: \$8,500

Decreased retail: \$0

Total Revenue: \$497,750

Expense:	
Increased Personnel Expenses	\$133,460 (P-T Employee Expenses-Board approved Oct. 2022)
Decreased Non-Category	\$53,350
Increased Total Services	\$225,240
Increased Capital Outlay	\$461,250 (205 N Holden Renovation Contract)
Total Expenses:	\$898,300 (Short \$400,550)
Ending Fund Balance:	\$149,450

The WCVB director presented the Visitor Profile Study conducted by Madden Media. The WCVB received a grant through the Missouri Division of Tourism to cover 50 percent of the study's cost. Data from 2021 and 2022 was utilized. 81% of visitors to Warrensburg came from surrounding drive markets (within 300 miles) from neighboring counties. Visitors top five origin states, excluding Missouri, are Kansas, Texas, Illinois, Arkansas, and Oklahoma. The WCVB's top opportunity markets are Kansas City, MO; Springfield, MO; Columbia-Jefferson City, MO area; St. Louis, MO; Joplin, MO-Pittsburg, KS; and Topeka, KS. The in-state visitors' average stay is 1.9 days, and the out-of-state visitors' average stay is 2.8 days. The research will be utilized for the 2024 marketing plan (also included in the MDT grant) Madden Media is creating for the WCVB.

The WCVB Director provided an update on the WCVB's Strategic Plan.

The WCVB Director provided the Director's Report. The director discussed upcoming events; past events; important dates for the Visitor Center; and upcoming agenda items to be presented to the Board.

The Warrensburg Parks and Recreation update was provided by WPR Interim Director Chris Deal.

The WCVB Director reminded the Board of the upcoming WCVB Board meeting schedule. The board discussed the April Board meeting. Due to the lack of quorum, the meeting will not be moved to the afternoon of April 13 to allow the tour of Western Missouri Medical Center. The board will be notified of WMMC tour opportunities. The meeting will remain at 10 a.m. in-person at the Warrensburg Municipal Center.

The meeting was adjourned at 10:52 a.m.