

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, May 12, 2022

A meeting of the Warrensburg Convention and Visitors Bureau was held by Zoom on Thursday, May 12, 2022 at 10:08 a.m. with President Tom Koenigsfeld presiding.

Roll was called as follows:

Present: Kelly Brooks joined 10:15 a.m., Tom Koenigsfeld, Ginny McTighe, Dana Phelps, and Diane Whitworth; exofficio members Jim Kushner and Danielle Fesler

Absent: Scott Thomason and Diane Thompson; exofficio members Danielle Dulin and Danielle Fesler

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

Minutes of the April 2022 WCVB Board meeting were considered. McTighe 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 May 9, 2022, 69% of budgeted expenses have been incurred.

As of May 9, 2022, the total lodging tax posted for FY 21-22 is \$156,071. Total revenue (lodging tax and grants) posted as of the meeting date is \$206,775 (48%). The expense category saw a substantial increase due to the expense of purchasing 205 N Holden being transferred from the 2020-2021 budget to the current budget (2021-2022). The check was cut prior to October 1, 2021, but the paperwork to purchase the property was not completed until October 4, 2021. This will be reflected in the 2021-2022 revised budget presented to the Board.

Board was asked to note May transfers had not been posted. The financial report reflects the budget revisions approved October 14, 2021 for FY 21-22. The director noted the FY 21-22 budget will need to be revised to reflect the decrease in revenue from the lease of the office and apartment at 205 N Holden, the salary increase of the director's pay and the decrease in part-time staff expenses.

The WCVB director presented the draft of the design of 205 N Holden (downstairs level) for the board to review.

WCVB director presented the Missouri Division of Tourism 2023 Marketing Matching Grant for Board approval. MDT had notified the WCVB of its eligibility for the grant totaling \$25,000. It is a 50% matching, reimbursement grant. The grant must be used for approved advertising completed prior to June 30, 2023. The WCVB has received this grant annually since 2017. The director recommended the Board approve the WCVB to apply for the MDT MMG in the amount of \$25,000. McTighe made a motion that the Board approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by Koenigsfeld. Motion passed.

The WCVB director presented the Board an agreement with Madden Media for digital advertising pending approval of the WCVB's application for the MDT 2023 MMG. The digital campaign would run July 2022-June 2023. Cost would be \$50,000. Included in the campaign would be Facebook/Instagram ads click to site, Facebook/Instagram remarketing, Facebook video distribution, Google remarketing and prospecting. The director recommended the Board approve the agreement for digital advertising



services pending approval of the MDT MMG 2023. McTighe made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT 2023 MMG. The motion was seconded by Koenigsfeld. Motion passed.

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

The WCVB director's report was given. The director discussed upcoming projects and meetings. An update on the WCVB grant program and the Missouri Division of Tourism grant program (2021-2022 and 2022-2023) was provided. The Board was reminded of important upcoming dates for the WCVB.

City of Warrensburg Mayor Jim Kushner provided an update on behalf of the City of Warrensburg.

The Board was reminded of the Board meeting schedule.

No other items were presented.