

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, June 10

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, June 10, 2021 at 10:06 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

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

Absent: Kelly Brooks and Scott Thomason; and 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 Phelps. Motion passed.

Minutes of the May, 13 2021 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 June 8, 2021, 59% of budgeted expenses have been incurred. As of June 8, 2021, the total lodging tax received for FY 20-21 is \$155,745. Total revenue (lodging tax and grants) received as of the meeting date is \$212,748. President Tom Koenigsfeld provided an update on behalf of the area lodging industry.

The WCVB director presented the Board a revision to the agreement with Madden Media for digital advertising pending approval of the WCVB's application for the MDT 2022 MMG. The cost presented to the Board at the May meeting was \$87,500. Due to the match, the cost reported should have been \$93,333 to secure the full amount eligible for reimbursement (\$70,000). The grant is a 75/25 reimbursement. Thompson made a motion to approve the director to sign a revised agreement with Madden Media pending approval of the MDT 2022 MMG for \$93,333. The motion was seconded by Koenigsfeld. Motion passed.

The WCVB director presented the 2022 Search Engine Marketing program with Madden Media. Missouri Division of Tourism provides the 100 percent matching program. The WCVB has participated since 2016. In 2016, the WCVB allocated amount per month was \$500. The amount was reduced to \$250 in 2017 due to budget cuts. The program is first-come, first-served. The WCVB has been working with Madden Media to get back to the \$500 a month allocation since 2017. Madden contacted the WCVB and stated due to the increase in funds by the Missouri Division of Tourism, the increase would be possible. Staff recommends the board approve the 2022 SEM agreement with Madden Media for \$500 a month. McTighe made a motion to approve the director to sign the agreement with Madden Media for the SEM program at \$500 per month (July 2021-June 2022). The motion was seconded by Whitworth. Motion passed.

The WCVB director provided a brief update on the FY 20-21 budget.

The WCVB director provided her director's report. Items highlighted were the grant program, UCM 150th celebration, budget, internships, and upcoming projects/closures.

The Board in consensus approved holding the July WCVB Board meeting via hybrid style pending the City of Warrensburg's Information Technology team's assistance with setup.

There were no appearances by the public or board comments.

Interim City Manager Danielle Dulin provided an update from the City of Warrensburg.

Meeting was adjourned.