

# Warrensburg Convention & Visitors Bureau Board Minutes

Via Zoom

2 p.m. Thursday, June 28, 2022

**\*\*Special Meeting\*\***

A meeting of the Warrensburg Convention and Visitors Bureau Board was held by Zoom on Tuesday, June 28, 2022 at 2:02 p.m. with President Tom Koenigsfeld presiding.

Roll was called as follows:

Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe (arrived 2:08 p.m.), Scott Thomason and Diane Thompson

Absent: Dana Phelps and Diane Whitworth; exofficio members Jim Kushner, Danielle Dulin and Danielle Fesler

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

WCVB director presented the Missouri Division of Tourism 2023 Marketing Platform Development Grant for Board approval. Due to the state's budget increase, the grant program requirements and eligibility had been revised. The WCVB would apply for \$25,000 (75/25% match) for a visitor profile study and marketing plan development with Madden Media. WCVB would be reimbursed for \$18,750. Koenigsfeld made a motion that the Board approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by Thomason. Motion passed.

The WCVB director presented the Board a revised agreement with Madden Media for a visitor profile study and marketing plan development pending approval of the WCVB's application for the MDT 2023 MPD Grant. The visitor profile study would cost \$10,000 and the marketing plan development would cost \$15,000. Total cost would be \$25,000 for both services with \$18,750 being reimbursed by MDT. The director recommended the Board approve the agreement for the visitor profile study and marketing plan development pending approval of the MDT MPD Grant 2023. Koenigsfeld made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT 2023 MDP Grant. The motion was seconded by Thomason. Motion passed.

The Board was reminded of the Board meeting schedule. The July meeting will be held on its originally scheduled day and time (10 a.m. Thursday, July 14) but will be held via Zoom and not in-person.

No other items were presented.