



Warrensburg Convention and Visitors Bureau

3:30 p.m. Thursday, September 13, 2018

Warrensburg Municipal Center, Council Chambers, 200 S. Holden.

1. 3:30 P.M. Call To Order
Kirsti Brunsvold, Chair

2. Roll Call
Marcy Bryant, Tourism Director

3. Adopt Agenda
Kirsti Brunsvold, Chair

4. Minutes Of Previous Meetings-Aug. 23, 2018
WCVB August Meeting
WCVB and City Council Joint Meeting
Marcy Bryant, Tourism Director

Documents:

[MINUTES 082318 JOINT MEETING WITH COUNCIL .PDF](#)
[MINUTES 082318.PDF](#)

5. Financial Report
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT 9 7 18.PDF](#)

6. Order Of Business: Lodging Tax Increase Discussion
Marcy Bryant, Tourism Director

Documents:

[LODGING TAX INCREASE BALLOT INITIATIVE.PDF](#)

7. Order Of Business: Trail Update
Marcy Bryant, Tourism Director

Documents:

[TRAIL UPDATE .PDF](#)

8. Order Of Business: Appointment Of Vice Chair
Kirsti Brunsvold, Chair

9. Director's Report
Marcy Bryant, Tourism Director

Documents:

DR 090518 CVB BOARD REPORT.PDF

10. Miscellaneous Items
WCVB Board

11. Appearances By The Public

12. Adjournment

Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

Thursday, Aug. 23, 2018 | 4 p.m.

A joint meeting of the Warrensburg Convention and Visitors Bureau and Warrensburg City Council was held on Thursday, Aug. 23 at 4:00 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, Warrensburg.

Roll was called as follows: Present were: Kirsti Brunsvold, Sandra Irle, Rhonda Gelbach, Ginny McTighe, and Diane Whitworth and ex-officio member: Danielle Fesler, Danielle Johnston and Harold Stewart. Absent: Cliff Gower and Tom Koenigsfeld.

The adoption of the agenda was considered. McTighe made a motion to adopt the agenda. The motion was second by Irle. Motion passed.

The tourism director presented the WCVB 2017 annual report.

The floor was opened for discussion. The members present discussed increasing the lodging tax rate on a future ballot along with opportunities to help support Warrensburg's tourism.

The meeting was adjourned.



Warrensburg Convention & Visitors Bureau Minutes

Municipal Center-Council Chambers, 200 S. Holden

Thursday, Aug. 23, 2018 | 3:10 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Thursday, Aug. 23, 2018 at 3:02 p.m. at the Municipal Center-Council Chambers, 200 S. Holden, with President Kirsti Brunsvold presiding. Roll was called as follows: Present were: Kirsti Brunsvold, Sandra Irle, Ginny McTighe, and Diane Whitworth and ex-officio member: Danielle Fesler. Absent: Rhonda Gelbach, Cliff Gower, and Tom Koenigsfeld; and ex-officio members Danielle Johnston and Harold Stewart. (Gelbach joined at 3:10 p.m.)

The adoption of the agenda was considered. Irle made a motion to adopt the agenda. The motion was second by McTighe. Motion passed.

Minutes of the April 12, 2018 WCVB meeting were considered. Brunsvold made a motion to approve the meeting minutes with simple majority. The motion was second by Irle. The motion passed.

Minutes of the July 12, 2018 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes. The motion was second by Gelbach. The motion passed.

Financial report provided by the WCVB director.

The RFP for financial institutions were presented by Rachel Denfeld, Finance Assistant with the City of Warrensburg. Ms. Denfeld distributed the summary chart showing Equity offering the highest rate of 2.45% and US Bank offering the lowest rate of 0.25%. Irle made the motion the WCVB accept the proposal from Equity Bank for financial services. The motion was second by McTighe. The motion passed.

The director presented the 2018-2019 budget for approval. Brunsvold made the motion the 2018-2019 budget be approved. The motion was second by McTighe. The motion passed.

The director provided an update on the RFP for professional photography services. No proposals were submitted. The RFP will be posted again in September following input from photographers in the area. The input will provide insight on why no submissions were received.

The chair asked for nominations to serve on the grant committee. The chair serves as ex-officio on all WCVB committees. Whitworth nominated Sandy Irle, Tom Koengisfeld and Rhonda Gelbach (alternate). The motion was second by Brunsvold. The motion passed.

The director presented the director's report. The board discussed moving the regular meeting time from 4 p.m. to 3:30 p.m. Date and location will remain the same. Board directed the director to change future meetings to 3:30 p.m. The director announced Cliff Gower had resigned and a replacement will be appointed at the City Council meeting on Monday, Aug. 27.

The meeting was adjourned.



FINANCIAL REPORT*
SEPTEMBER 2018

	CURRENT	DISBURSED	FY18 Budget
SALARIES & WAGES	\$ 3,100.00	\$ 44,900.00	\$ 48,000.00
EMPLOYEE TAXES	\$ 237.05	\$ 3,434.95	\$ 3,672.00
RETIREMENT	\$ 189.00	\$ 2,787.00	\$ 2,976.00
EMPLOYEE INSURANCE	\$ 1,207.00	\$ 6,636.00	\$ 7,843.00
WORKERS COMPENSATION	\$ 44.00	\$ 86.00	\$ 130.00

PROGRAM & OTHER SUPPLIES	\$ 338.51	\$ 1,611.49	\$ 1,950.00
CELL PHONE	\$ 801.00	\$ 579.00	\$ 1,380.00
OUTSIDE SERVICES	\$ 953.75	\$ 146.25	\$ 1,100.00
INSURANCE	\$ (25.00)	\$ 1,603.00	\$ 1,578.00
TRAINING & TRAVEL	\$ 6,983.73	\$ 2,171.27	\$ 9,155.00
DUES & MEMBERSHIPS	\$ 1,571.00	\$ 575.00	\$ 2,146.00
MARKETING & COMMUNICATION	\$ 4,555.00	\$ 29,061.00	\$ 33,616.00
OTHER	\$ 280.00		\$ 280.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 2,811.00	\$ 4,189.00	\$ 7,000.00
TOTALS	\$ 23,046.04	\$ 97,779.96	\$ 120,826.00

80.93%

*As of Sept. 7, 2018

Employee Insurance

Dental	762
Health	5448
Life	113
Short Term	210
Long Term	103
	6636

Program & Other Supplies

Clothing		100	100
Computer Supplies	42.25	100	57.75
Meeting Supplies	41.89	100	58.11
Office Supplies	348.27	350	1.73
Software	460.25	500	39.75
Food	190.24	300	109.76
Supplies-Non Categorized	528.59	500	-28.59
	1611.49	1950	338.51

Outside Services

Financial Services	25	100	75
Legal Services	121.25	1000	878.75
	146.25	1100	953.75

Training & Travel

Travel-Meals	55.9	300	244.1
Mileage	748.15	2230	1481.85
Travel-Rooms	697.22	1310	612.78
Schools & Seminars	670	5315	4645
	2171.27	9155	6983.73

Marketing & Communication

Advertising	20595	23017	2422
Postage	126	346	220
Printing & Binding	724	2000	1276
Shows/Expos	321	500	179
Communication-Non-Categorized	7295	7750	455
	29061	33613	4552

Program & Other Supplies	Expenditures Commodities: Clothing, Computer, Meeting, Office, Software, Food, Supplies Non-Categorized
Utilities	Cell-Phone/Telephone
Outside Service	Financial Services/Legal Services
Insurance	
Training & Travel	Travel Meals, Mileage, Travel-Rooms, Schools & Seminars
Dues & Membership	
Marketing & Communication	Advertising, Printing & Binding, Postage, Shows & Expos, C
Other	Employment/Services-Non-Categorized
Grant Program	

Lodging Tax Increase Ballot Initiative

During the joint meeting of the WCVB Board and City Council increasing the lodging tax rate was discussed. Diane Thompson, County Clerk and Election Authority was contacted for information regarding the election.

If the WCVB Board and City Council approve presenting the issue before the voters on the April 2019 General Municipal Election, the WCVB Board will need to approve at the November 8 WCVB Board meeting with the ordinance being presented to the City Council for approval at the December 10 meeting.

As per Diane Thompson, County Clerk and Election Authority, placing the issue on the ballot is estimated to cost \$2,100. The actual cost depends on the number of issues placed on the ballot.

TENTATIVE TIMELINE:

WCVB Board Retreat

October DATE TBA

WCVB Board Approve Presenting the Issue/Amend Budget

November 8

Council Approve Ordinance to Place the Issue on the Ballot

December 10

Present to County Clerk and Election Authority

By 5 PM January 29

Trails Update

During the joint meeting of the WCVB Board and City Council trails were discussed. The economic impact trails have on a community is significant. Communities that embrace trails have flourished.

The Spirit Trail on DD Highway connecting Warrensburg, Knob Noster and WAFB will be opening to the public soon. The ribbon cutting scheduled for Tuesday, Sept. 18 has been postponed. As per Bill Gable, there have been areas identified as needing attention prior to opening to the public. The trail from the Knob Noster State Park to the City of Knob Noster will be completed once approved by the state. It's estimated to cost \$3 million

The Spirit Trail Coalition's goal is to connect the Spirit Trail to existing trails (Katy Trail and Rock Island Spur). The coalition consists of representatives from Johnson County, City of Warrensburg, Knob Noster State Park, WAFB, Pioneer Trails Regional Planning Commission, and Johnson County bikers. The coalition meets the third Tuesday of the month. I will attend the monthly meetings and provide an update to the board in my director's report.

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

Sept. 5, 2018

Missouri Division of Tourism Grant

The Daily Star-Journal ran a story on Wednesday, Aug. 29 recognizing the WCVB for being a recipient of the Missouri Division of Tourism Matching Marketing Grant in 2017-2018.

 Visit Warrensburg shared a post. Published by Marcy Bryant [?] · August 29 at 3:39 PM · 

We are so grateful for the MDT Matching Marketing grant and the opportunities it allows!

 Daily Star-Journal Warrensburg August 29 at 3:30 PM · 

The grant is part of a \$13,093 grant awarded to three tourism agencies in the 21st Senatorial District, Sen. Denny Hoskins announced.



DAILYSTARJOURNAL.COM
Local tourism agency receives state funding
WARRENSBURG – The Warrensburg Convention and Visitors Bureau...

Intern

Applications for the fall internship with the WCVB were opened Monday Aug. 20. The applications close Friday, Sept. 7. We have received three applications as of Wednesday, Sept. 5. Interviews will be held the week of Sept. 10. The selected applicant will start Monday, Oct. 1.

Event Info:

Retro Ex Gaming for Community will be held Sept. 7-9 at the UCM Student Wellness and Recreation Center. The WCVB will assist by volunteering throughout the event.

The **Holiday Parade** will be held Friday, Nov. 30. I have been asked to serve on the committee planning the event.

The WCVB and Lexington CVB are working together to cross promote the weekend of Nov. 30. Warrensburg kicks off the weekend fun with the Holiday Parade (Nov. 30) and Dicken's Christmas (Dec.1). Lexington hosts their annual Holiday Home Tour (evening of Dec. 1-Dec. 2).

The WCVB will be working the information table at **Burg Fest** (Sept. 28-29). We will have brochures and maps available.

Missouri Governors Conference

The WCVB office will be closed for the Missouri Division of Tourism Governor's Conference in St. Charles, Sept. 24-28.

Lodging Tax Ballot Issue

As per County Clerk and Election Authority Diane Thompson, to place an increase in the lodging tax on the April 2019 Municipal General Election would cost an estimated \$2,100. This is an estimate and may change depending on the number of issues on the ballot.

The deadline to certify questions and candidates for the April election is the last Tuesday in January (Jan. 29) by 5 p.m.

Financial Institution Update

At the August 23, 2018 meeting, the board approved a proposal for financial services from Equity Bank. US Bank has been contacted. Once all checks have cleared, we will move the account to Equity Bank.

WCVB Tourism Marketing Grant Committee

The committee will meet 3:30 p.m. Tuesday, Oct. 2, 2018 to evaluate the 2017-2018 grant year and develop criteria for the 2018-2019 grant year. The committee consists of Kirsti Brunsvold, Tom Koenigsfeld, Sandra Irle, and Rhonda Gelbach (alternate).

Upcoming Groups and Events

- Asgrow/DeKalb Show Me Shootout, Sept. 7-8, Johnson County Fairgrounds
- Retro X Gaming For Community, Sept. 6-8 UCM Recreation and Wellness Center
- UCM Parent Weekend, Sept. 14-16
- Leeton Fall Festival, Sept. 15
- Johnson County Mud Run, Sept. 15
- Johnson County Rodeo, Johnson County Fairgrounds, Sept. 21-22
- Chilhowee Antique Tractor Show, Sept. 22-23
- Burg Fest*, Sept. 28-29, Downtown Warrensburg

**selected for WCVB Community Grant*

Upcoming Meetings/Conferences

Hwy 13 Corridor Coalition, Sept. 10

National Freedom Frontier Heritage Area, Sept. 13

WCVB Meeting, Sept. 13

Economic Coordinating Board, Sept. 20

Governor's Tourism Conference, Sept 25-28, St. Charles

Show Me Missouri Sports Show, March 25-27, 2019