



Warrensburg Convention and Visitors Bureau
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
Wednesday, January 8 3:30 p.m.

1. Call To Order
Tom Koenigsfeld, President
2. Roll Call
Marcy Bryant, Tourism Director
3. Adopt Agenda
Marcy Bryant, Tourism Director
4. Minutes Of Prior Meeting-Dec. 4, 2019
Marcy Bryant, Tourism Director

Documents:

[MINUTES 120419.PDF](#)

5. Financial Report
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT JAN 2020.PDF](#)

6. Order Of Business: Revise WCVB Bank Account Authorized Signers
Marcy Bryant, Tourism Director

Documents:

[DIRECTOR NOTES WCVB BANK ACCOUNT.PDF](#)

7. Order Of Business: Brand Approval
Marcy Bryant, Tourism Director

Documents:

[DIRECTOR NOTES WCVB BRAND APPROVAL.PDF](#)
[VISITOR FEEDBACK ON CONCEPT.PDF](#)

8. Order Of Business: RFP Distribution For Marketing Approval
Marcy Bryant, Tourism Director

Documents:

[DIRECTOR NOTES RFP DISTRIBUTION FOR MARKETING .PDF](#)

9. Directors Report
Marcy Bryant, Tourism Director

Documents:

[DR 01022020 BOARD REPORT.PDF](#)

10. Appearances By The Public
11. Board Comments
 WCVB Board Members
12. Adjourn

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg
Wednesday, December 4, 2019 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, December 4, at 3:34 p.m. at the Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg, Missouri, with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Chelsea Cantrell, Tom Koenigsfeld, Ginny McTighe, Diane Whitworth and Mason Wirsig; Exofficio member Danielle Fesler; Absent: Joe Eccleton and Scott Thomason. Exofficio members Bryan Jacobs and Harold Stewart.

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

Minutes of the October 2, 2019 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Whitworth. Abstain: Koenigsfeld; Motion passed.

Minutes of the November 6, 2019 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes as presented. The motion was second by McTighe. Abstain: Cantrell; Motion passed.

Financial report provided by the WCVB director.

The WCVB Tourism Director presented the annual insurance policy prepared by Mike Keith Insurance. The policy is effective Nov. 17, 2019-Nov. 17, 2020. The policy includes general liability, public officials/directors and officer's liability, property, and automobile coverage for a total premium of \$1,779. The policy is the exact same as the policy issued for the WCVB for the last four years as per Mike Keith. The policy includes Terrorism Risk Insurance Act Coverage for a cost of \$2.00. Total cost is \$1,781. McTighe made a motion to approve the insurance renewal with Mike Keith Insurance including the Terrorism Risk Insurance Act Coverage. The motion was seconded by Cantrell. Passed unanimously.

The WCVB Tourism Director presented the board an opportunity to sponsor the project Paint for a Cause to come to Warrensburg during Burg Fest 2020, held the last weekend in September. The project honoring Missouri's bicentennial celebration in 2021 started making its way around the state in 2019. Thousands of Missourians will help paint a large composite aluminum panel mural featuring Missouri state symbols, including but not limited to the State Capitol building, State flag, and the St. Louis Gateway Arch. The goal is to have a permanent home for the mural in a state office building in Jefferson City. The sponsorship cost would be \$2,500 including room and board for artists Aaron Horrell and Barb Bailey. McTighe made a motion to approve the Paint for a Cause sponsorship of \$2,500 including room and board for Burg Fest 2020. The motion was seconded by Whitworth. Passed unanimously.

The WCVB director's report was provided. Items noted were upcoming office closures due to holidays, update on the RFP for photography services, director's appointment to the Missouri Travel Alliance board, and an update on the WCVB grant program.



The WCVB director asked the board for direction regarding the WCVB cell phone plan with Verizon (660-624-0123). The plan offers limited data and minutes. The cell phone is an older iPhone. The director has asked the IT department to contact Verizon to obtain information regarding our plan options. That information has not been received. The 2019-2020 budget allotted \$60 per month for the cell phone plan. The board in consensus agreed to cancel the WCVB cell phone plan and reimburse the WCVB director \$60 per month for using their personal cell phone for WCVB business.

Emily Crawford from TREO Marketing presented brand concepts. The concepts were developed based on the research and data compiled by TREO Marketing and Carr Strategies. The board reviewed the concepts discussing their preferred brand concept and minor design revisions. TREO Marketing and Carr Strategies will conduct a focus group with potential visitors to get feedback on the brand. The revised brand will be presented for approval at the January 8 WCVB Board meeting. The brand study and development was made possible due to a grant received by the Missouri Division of Tourism.

Koenigsfeld moved to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:

1. Legal actions, causes of action or litigation involving the City and any confidential or privileged communication between the City and its representatives and its attorneys.
2. Leasing, purchase or sale of real estate where public knowledge might adversely affect the amount paid in the transaction.
3. Hiring, firing, disciplining, or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded.
12. Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.
13. Individually identifiable personnel records, performance ratings or records pertaining to employees or applicants for employment.

Roll Call

Yes: Cantrell, Koenigsfeld, McTighe, Whitworth and Wirsig



FINANCIAL REPORT*
JANUARY 2020

	CURRENT BALANCE	DISBURSED	FY20 BUDGET
SALARIES & PT WAGES	\$ 53,193.48	\$ 9,370.52	\$ 62,564.00
EMPLOYEE TAXES	\$ 4,072.78	\$ 713.22	\$ 4,786.00
RETIREMENT	\$ 2,692.68	\$ 490.32	\$ 3,183.00
EMPLOYEE INSURANCE	\$ 5,958.02	\$ 1,186.98	\$ 7,145.00
WORKERS COMPENSATION	\$ 115.65	\$ 9.35	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 23,161.06	\$ 3,438.94	\$ 26,600.00
UTILITIES	\$ 5,745.56	\$ 854.44	\$ 6,600.00
OUTSIDE SERVICES	\$ 25,125.74	\$ 5,090.26	\$ 30,216.00
INSURANCE	\$ 201.00	\$ 1,799.00	\$ 2,000.00
TRAINING & TRAVEL	\$ 10,259.59	\$ 790.41	\$ 11,050.00
DUES & MEMBERSHIPS	\$ 3,057.22	\$ 644.78	\$ 3,702.00
MARKETING & COMMUNICATION	\$ 88,098.43	\$ 11,356.57	\$ 99,455.00
OTHER	\$ 41.50	\$ -	\$ 100.00
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 11,154.82	\$ 845.18	\$ 12,000.00
LEASE AGREEMENT	\$ 9,540.00	\$ 4,460.00	\$ 14,000.00
TOTALS	\$ 242,417.53	\$ 41,049.97	\$ 283,526.00

*As of January 2, 2020

14.48%

	\$	283,526.00
RESERVE (CAPITAL)	\$	40,000.00
	\$	323,526.00

	Spent	Budgeted	Remaining	
Salaries/Wages				
Full-Time	7721.6	51320	43598.4	
Part-Time	1648.92	11244	9595.08	
	9370.52	62564	53193.48	
Employee Insurance				
Dental	138.52	832	693.48	
Health	968.76	5813	4844.24	
Life	21.08	130	108.92	
Short Term	39.38	250	210.62	
Long Term	19.24	120	100.76	
	1186.98	7145	5958.02	
Program & Other Supplies				
Retail	108	1000	892	
Clothing		500	500	
Computer Supplies	2037.27	3000	962.73	
Meeting Supplies		500	500	
Maintenance Repairs & Supplies		7000	7000	
Office Supplies		1500	1500	
Software	239.28	2500	2260.72	
Food		600	600	
Supplies-Non Categorized	1054.39	10000	8945.61	
	3438.94	26600	23161.06	
Utilities				
Sewer	52.19	600	547.81	
Electric		2400	2400	??-Check with R
Gas			0	
Water	49.02	600	550.98	
Internet/Cell Phone	753.23	3000	2246.77	
	854.44	6600	5745.56	
Outside Services				
Financial Services		1000	1000	
Legal Services		500	500	
Services Non-Categorized		17000	17000	
Contractual Services	715.26	3216	2500.74	*Cleaning Services & Printer/Copier Agreement
Consulting	4375	8500	4125	
	5090.26	30216	25125.74	
Training & Travel				
Travel-Meals	9	300	291	
Mileage	335.7	2000	1664.3	
Travel-Rooms	340.71	1750	1409.29	
Schools & Seminars	105	7000	6895	
	790.41	11050	10259.59	

Marketing & Communication

Advertising	10606.36	90705	80098.64	
Postage	67.71	600	532.29	
Printing & Binding		5500	5500	
Shows/Expos		2000	2000	
Communication-Non-Categorized	682.5	650	-32.5	(WEB)
	11356.57	99455	88098.43	
LEASE (407A East Russell Ave, ST. 2)	4460	14000	9540	
Community Agreements	845.18	12000	11154.82	

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	

WCVB Board Meeting

Meeting: January 8, 2020

Item: WCVB Account at Equity Bank Revise Authorized Account Signers

Overview:

Currently there are five authorized signers on the WCVB checking account at Equity Bank.

- Matthew Lue-City Finance Director
- Harold Stewart-City Manager
- Tom Koenigsfeld-Board President
- Mason Wirsig-Board Treasurer
- Marcy B. Bryant-Tourism Director (Does not sign checks. Being on the account allows me to work with the bank and have online access.)

Matthew Lue is no longer employed with the City of Warrensburg, as he's taken a position with the City of Columbia, Missouri. Marcella McCoy has been hired to fill his vacancy.

Additional Resources:

NA

Staff Recommendation:

Staff recommends the board approve Marcella McCoy be added to the account as an authorized signer and Matthew Lue be removed.

WCVB Board Meeting

Meeting: January 8, 2020

Item: Brand Approval

Overview:

The WCVB secured the Marketing Platform Development Grant from the Missouri Division of Tourism for \$4,375 to create a destination branding strategy (evaluate the current WCVB brand's effectiveness and the creation of a new brand). This is a matching 50/50 reimbursement grant.

Carr Strategies and OA Marketing (now known as TREO Marketing) was awarded the project. As per the grant's requirements, they did not start working on the project until August. Three focus groups were held to evaluate the current brand's effectiveness and to learn of the community's brand attributes. A Google survey was also created and distributed.

Carr Strategies held a conference call and a in-person meeting with the WCVB marketing committee throughout the project. Emily Crawford with TREO Marketing presented concept proofs at the WCVB December meeting.

Following the board meeting with the board's feedback, Emily revised the logo.

Potential visitors for their insight on the brand being proposed. The visitor's feedback was very positive. The link to the results is included under the Additional Resources section. One noted confusion regarding heart vs. soul. The brand message, "Nestled in between the here and there, we are small in size, but big in _____ (heart or soul). The logo tagline needs to match.

Example:

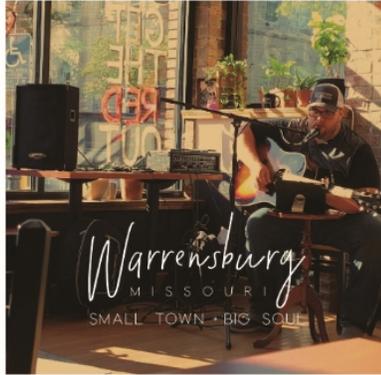
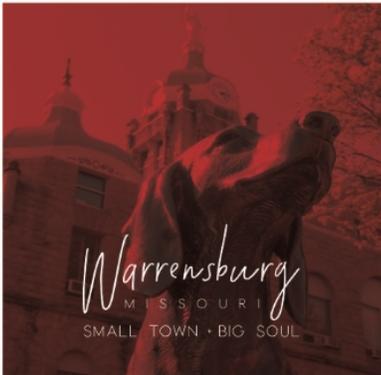
Option A: "Nestled in between the here and there, we are small in size, but big in heart. Warrensburg, Missouri Small Town + Big Heart"

Option B: "Nestled in between the here and there, we are small in size, but big in soul. Warrensburg, Missouri Small Town + Big Soul"

Emily's Notes:

The word "heart" is easier to digest and understand but is, in my opinion, overdone and saturated in the tourism market. Soul has a more powerful/profound feeling. If you use soul, perhaps we add a few words around the word in the brand message to better define what "soul" or "soulful" in this case means as it relates to Warrensburg.

Ad Concepts:



Logo:

Warrensburg
MISSOURI
SMALL TOWN + BIG SOUL

Additional Resources:

Potential Visitor Feedback: <https://www.surveymonkey.com/stories/SM-MHQZJM67/>

Feedback printout is attached.

Staff Recommendation:

Staff recommends the board approve the proposed brand using Option A (Small Town + Big Soul).

No rules applied.

There are no FILTERS or COMPARE rules applied to this question.

What first comes to mind when you look at the logo?

Selected: 13

Family friendly town

Script choice on town name

Welcoming place

Family oriented

Warmth. Home.

Beautiful branding

Clean and easy to read.

Famous dog, antiques, and AFB. Confused about if you want heart or soul. Also maybe state Midwest town and specific location. .

Classy

A welcoming, unique small town that has a lot to offer

Logo Testing Survey

No rules applied.

There are no FILTERS or COMPARE rules applied to this question.

How does the logo make you feel?

Selected: 13

I love the simplicity.

Calm

That I need to go visit and see what they have to offer

To stop and take a look at the town to see what it offers.

Personally connected

Interested in the town

Like a small town in a movie

Like there is a story in the town making it worth visiting

It makes me feel that Warrensburg is a place I would like to visit.

Very welcoming

Close

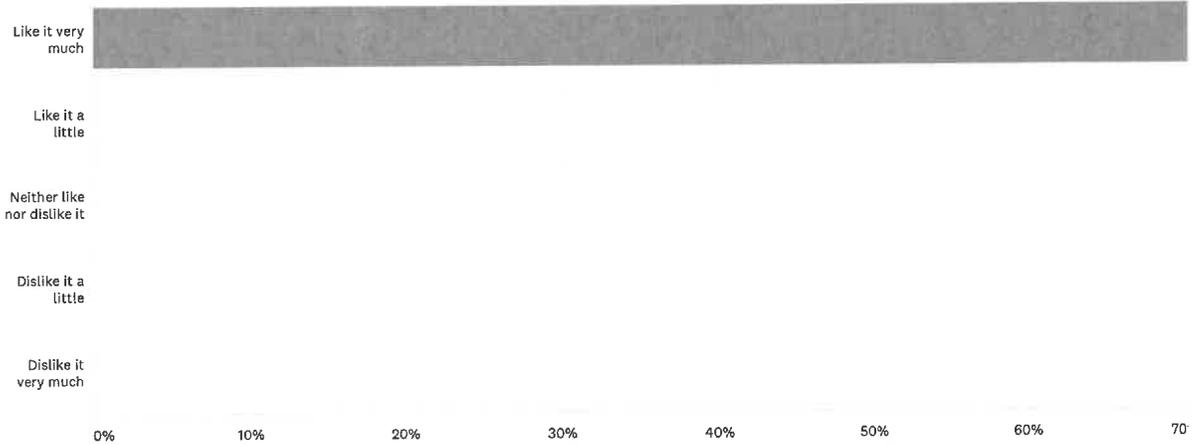
RULES APPLIED

No rules applied.

There are no FILTERS or COMPARE rules applied to this question.

Overall, how much do you like the logo and brand message?

Answered: 15 Skipped: 0



Logo Testing Survey

⊗ Close

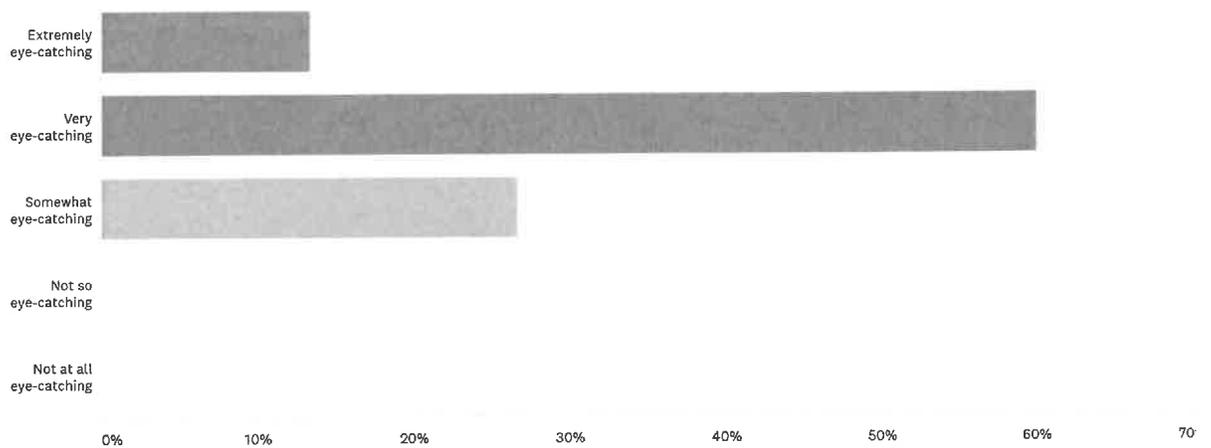
▼ RULES APPLIED ⓘ

No rules applied.

There are no **FILTERS** or **COMPARE** rules applied to this question.

How eye-catching is the logo?

Answered: 15 Skipped: 0



Close

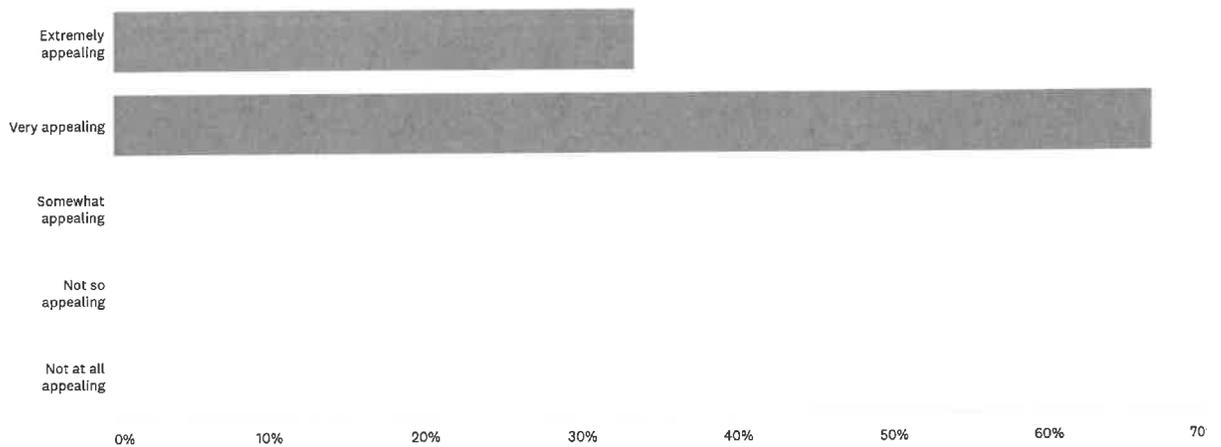
RULES APPLIED

No rules applied.

There are no FILTERS or COMPARE rules applied to this question.

How visually appealing is the logo?

Answered: 15 Skipped: 0



Close

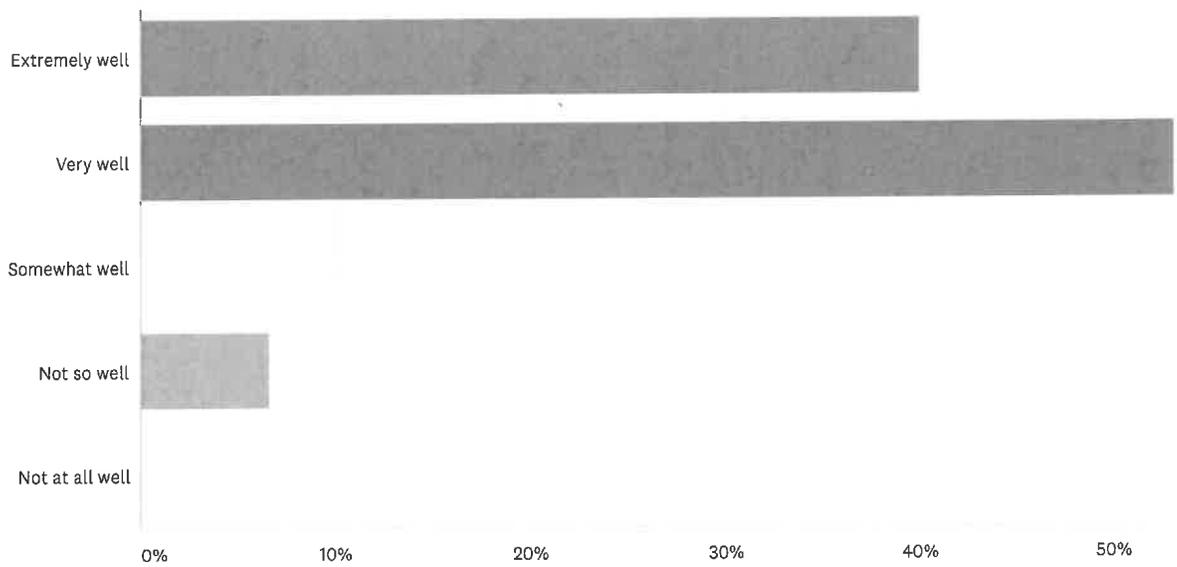
RULES APPLIED

No rules applied.

There are no FILTERS or COMPARE rules applied to this question.

How well does the logo fit with the City brand?

Answered: 15 Skipped: 0



Logo Testing Survey

WCVB Board Meeting

Meeting: January 8, 2020

Item: Approval to Distribute RFP for Marketing Platform and Creative Strategy Development.

Overview:

Pending approval from the WCVB board, the new brand created by Carr Strategies and TREO marketing will need to be implemented. With limited resources, it's imperative the WCVB secure ongoing support for marketing platform and creative strategy development. This support will include graphic design, strategic planning and marketing execution support.

Deliverables will include:

- Messaging recommendations specific to target market profiles
- Brand statements and copy content for general messaging needs (ad development, social media, collateral development)
- Photo shoots and video vignettes to showcase WCVBs brand (people and attractions)
- Social media strategic content plan and scheduling calendar
- Graphic design for ads, fliers, social media, etc.
- Development of a comprehensive strategic marketing plan utilizing the new brand
- Review of media placement, provide media placement recommendations and support for placement of media buy

Reviewing estimates from two agencies, the WCVB has the funds available in the 2019-2020 budget to enter into an agreement for services. The 2019-2020 budget included funding to support the brand implementation.

Please note: The contract will include a renewal clause. The WCVB will have the option to renew the contract to renew for two (2) terms of one year (1). If either party decides it does not wish to renew the agreement, they must notify the other party in writing at least sixty days (60) prior to the expiration of the contract.

Additional Resources:

NA

Staff Recommendation:

Staff recommends the board approve the distribution of the RFP for marketing platform and creative strategy development. The board is only approving the distribution of the RFP. The RFP submissions will be presented at the WCVB meeting-March 4, 2020 for review/approval.

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

January 3, 2020

GROUP/EVENT ASSISTANCE

Follow-Up Warrensburg Holiday Parade, Dec. 6, 2019

The WCVB Tourism Director and Board Member Diane Whitworth and Blaine Whitworth Foundation Member Barry Whitworth assisted with event support at Community Holiday Parade. We've heard positive feedback from community members and committee members. A committee meeting to recap the event will be held in the future.

Missouri State Gymnastics Championship, March 27-29, 2020

Toby Essenpries contacted the WCVB stating the Missouri State Gymnastics Championship will be held on the campus of UCM March 27-29, 2020. They have already contacted the hotels. They expect 750 athletes from 50 clubs and 100 coaches, officials and volunteers. We have provided information regarding our sports grant. We are trying to schedule a conference call with event organizers to discuss how we can assist in making their experience in Warrensburg a positive one.

Cycling Event, Fall 2020

The WCVB has been working with officials from The Battle Within, local emergency service organizers and community stakeholders to bring a cycling event to Warrensburg/Johnson County fall 2020. The event would be a fundraiser for the veteran's assistance organization. It is expected to have 400-600+ participants.

The event route would utilize Johnson County gravel roads. The possible routes have been suggested by event organizers. Local emergency service organizations are reviewing for logistics and possible safety concerns.

A reoccurring monthly meeting for all stakeholders has been scheduled on the fourth Thursday of the month at 10 a.m. in the Warrensburg Police Department Training Room. The December meeting was cancelled due to the holidays. The next meeting is 10 a.m. Thursday, January 23.

BRAND AWARENESS STUDY

Carr Consulting and TREO Marketing presented the concepts they developed from their research at the December board meeting. They took the board's feedback from the meeting and revised the logo. It will be presented by the tourism director at the January 8, 2020 WCVB board meeting.

The WCVB received the Missouri Division of Tourism marketing platform development grant for \$4,375 to assist with the expense of the study. The grant is a 50/50 matching reimbursement grant.

COMMUNITY BRAND STUDY

I worked with the Warrensburg Economic Coalition's Marketing Committee and a UCM marketing research class on evaluating the Warrensburg community's brand. The committee will be working with numerous UCM marketing classes throughout this project. A meeting with WEC marketing committee members and UCM faculty has been scheduled for Tuesday, Jan. 7 to discuss the spring semester's project.

WCVB GRANT PROGRAM

Marketing for the 2020 WCVB grant program has kicked off. We distributed two news releases to local media outlets, shared on social media, emailed past recipients and mailed information to past recipients and event venues. The application deadline for both grants (tourism marketing and sports) is Friday January, Jan. 31. The grant committee will present the applications will for board approval at the February 5, 2020 WCVB board meeting.

WCVB Board Vacancy

Joe Eccleton submitted his resignation Wednesday, Jan. 1. A news release has been sent to local media announcing the vacancy with the application deadline of Friday, January 31, 2020. Facebook will also be used to announce the vacancy. The tentative goal is to have the Council appoint a replacement at the Feb. 10, 2020 Council meeting.

ATTENDED MEETINGS, CONFERENCES, EVENTS:

- Director's Coffee, Dec. 5
- City Holiday Luncheon, Dec. 5
- City Holiday Parade, Dec. 6
- Dicken's Christmas, Dec. 7
- UCM History Class Presentation, Dec. 9
- MACVB/MTC Annual Joint Meeting, Dec. 10-11, Jefferson City
- Slim Coleman Retirement Reception, Dec. 12
- MACVB Conference Planning Committee Conference Call, Dec. 18
- WEC Meeting, Dec. 19

UPCOMING MEETINGS/EVENTS:

- Missouri Division of Tourism, Jan. 9, Jefferson City
- Main Street Banquet, Jan. 9
- City Council, Jan. 13 & 27
- Sunshine Law Workshop, Jan. 15 Time TBA
- Warrensburg Economic Coalition, Jan. 16
- UCM Volunteer Fair, Jan. 22
- Dirty Mo Bike Event Meeting, Jan. 23

HOLIDAYS/CLOSURES:

Visitor Center will be closed for the following holidays:
Monday, January 20-Martin Luther King, Jr. Day