



Warrensburg Convention and Visitors Bureau
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg
Wednesday, February 5 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. Approval Of Minutes-Jan. 8, 2020
Marcy Bryant
Tourism Director

Documents:

[MINUTES 01082020.PDF](#)

5. Financial Report
Marcy Bryant
Tourism Director

Documents:

[FINANCIAL REPORT FEB 2020.PDF](#)

6. Order Of Business: Annual Report
Marcy Bryant
Tourism Director

Documents:

[2019 ANNUAL REPORT.PDF](#)

7. Order Of Business: Strategic Plan Update
Marcy Bryant
Tourism Director

Documents:

[STRATEGIC PLAN APPROVED 0111019.PDF](#)

8. Director's Report
Marcy Bryant
Tourism Director

Documents:

9. Appearances By The Public
10. Board Comments
WCVB Board Members
11. Closed Session
Vote to close part of this meeting pursuant to Section 610.021 of the Revised Statues 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.
 - 12) Documents or any documents related to a negotiated contract until a contract is executed or all proposals are rejected

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg
Wednesday, January 8, 2020 | 3:30 p.m.

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, January 8, at 3:33 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, and Mason Wirsig (via Facebook messenger) and exofficio members Danielle Fesler and Bryan Jacobs; Absent: Scott Thomason and Diane Whitworth, and exofficio member Harold Stewart.

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

Minutes of the December 4, 2019 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes as presented. The motion was second by McTighe. Motion passed.

Financial report provided by the WCVB director.

The WCVB Tourism Director presented the board recommended revisions to the list of authorized signers on the WCVB bank account at Equity Bank. The current authorized signers on the account are Tom Koenigsfeld, Mason Wirsig, Harold Stewart, Matthew Lue and Marcy Bryant. Matthew Lue is no longer employed as the Finance Director with the City of Warrensburg. The City has hired Marcella McCoy for that position. The Tourism Director recommended the board approve the removal of Matthew Lue and the addition of Marcella McCoy to the account. Koenigsfeld made a motion Matthew Lue be removed and Marcella McCoy be added to the WCVB bank account with Equity Bank. Tom Koenigsfeld, Mason Wirsig, Harold Stewart and Marcy Bryant will remain on the account as authorized signers. The motion was seconded by McTighe. Motion passed.

The WCVB Tourism Director presented the revisions TREO Marketing made to the brand messaging and logo following the discussion by board members at the December WCVB meeting. Cantrell noted "Missouri" in the logo does not stand out and can be easily missed. Koenigsfeld made a motion the logo Warrensburg, Missouri Small Town + Big Soul be approved with the noted revision by Cantrell (bold Missouri), and the brand message "Nestled in between the here and there, we are small in size, but big in heart." be approved. The motion was seconded by Cantrell. Motion passed.

The WCVB Tourism Director presented the board information on the distribution of an RFP for marketing platform and creative strategy development. With the new brand message and logo implementation and limited staff resources, the Tourism Director recommends the board distribute an RFP to assist with deliverables including messaging recommendations, brand statements and copy content for messaging needs and graphic design. The RFPs would tentatively be presented to the board for review and approval at the March 4, 2020 WCVB Meeting. Koenigsfeld made a motion to approve the distribution of a request for RFPs for marketing platform and creative strategy development. The motion was seconded by McTighe.



The WCVB director's report was provided. Items noted were upcoming office closures due to holidays, Joe Eccleton's resignation from the board, upcoming workshops (Missouri Sunshine Law Workshop and Missouri Division of Tourism Road Show), and an update on the MDT grant program and WCVB grant program.

No further business was presented.

Koenigsfeld made a motion the board adjourn. The motion was seconded by McTighe. Motion passed.



FINANCIAL REPORT*

FEBRUARY 2020

	CURRENT BALANCE	DISBURSED	FY20 BUDGET
SALARIES & PT WAGES	\$ 47,219.99	\$ 15,344.01	\$ 62,564.00
EMPLOYEE TAXES	\$ 3,617.61	\$ 1,168.39	\$ 4,786.00
RETIREMENT	\$ 2,361.30	\$ 821.70	\$ 3,183.00
EMPLOYEE INSURANCE	\$ 5,364.53	\$ 1,780.47	\$ 7,145.00
WORKERS COMPENSATION	\$ 115.65	\$ 9.35	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 22,860.15	\$ 3,739.85	\$ 26,600.00
UTILITIES	\$ 5,111.93	\$ 1,488.07	\$ 6,600.00
OUTSIDE SERVICES	\$ 24,924.51	\$ 5,291.49	\$ 30,216.00
INSURANCE	\$ 201.00	\$ 1,799.00	\$ 2,000.00
TRAINING & TRAVEL	\$ 10,259.59	\$ 790.41	\$ 11,050.00
DUES & MEMBERSHIPS	\$ 2,641.52	\$ 1,060.48	\$ 3,702.00
MARKETING & COMMUNICATION	\$ 87,833.54	\$ 11,621.46	\$ 99,455.00
OTHER - EMPLOYMENT	\$ 100.00	\$ -	\$ 100.00
CAPITAL - EQUIPMENT	\$ -		\$ -
GRANT PROGRAM	\$ 11,154.82	\$ 845.18	\$ 12,000.00
LEASE AGREEMENT	\$ 8,425.00	\$ 5,575.00	\$ 14,000.00
TOTALS	\$ 232,191.14	\$ 51,334.86	\$ 283,526.00

*As of January 30, 2020

18.11%

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

2019

ANNUAL REPORT



WARRENSBURG CONVENTION AND VISITORS BUREAU

Warrensburg
MISSOURI
SMALL TOWN + BIG SOUL



FROM THE DIRECTOR

What a year! This year we've completed several projects:

- Development of a strategic plan
- Conducted a successful informational campaign resulting in 69% of the voters in the General Municipal Election approving the lodging tax collected to increase from 2.5% to 5%
- Relocating the Visitor Center from the City of Warrensburg Municipal Center to 407A East Russell Ave., Suite 2, Warrensburg
- Filming and airing of an episode on season the Missouri Life TV show
- Evaluating current brand to use for the creation of new brand: Warrensburg, Missouri Small Town + Big Soul

As we move into the upcoming year, we're excited to build on our momentum and to continue moving Warrensburg and Johnson County forward as a destination.

Sincerely,

Marcy Bryant, Tourism Director

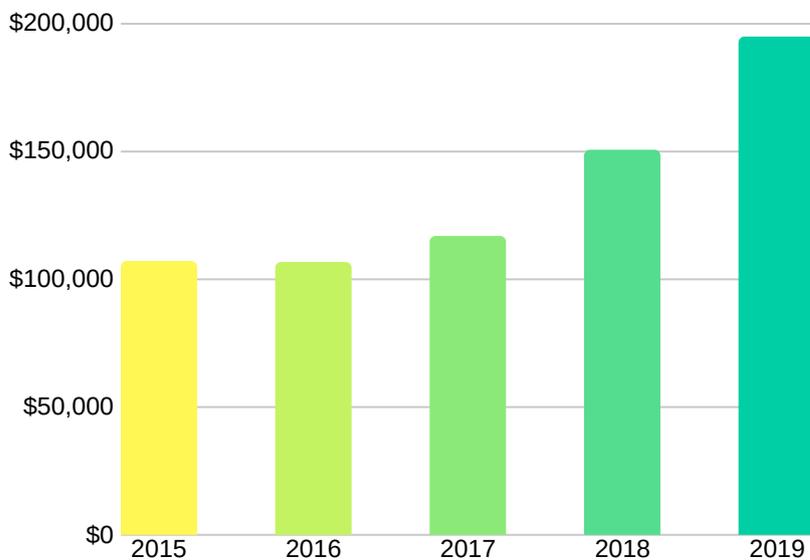


AT-A-GLANCE

The WCVB is a department of the City of Warrensburg and serves as the Destination Marketing Organization for Johnson County. The WCVB promotes Warrensburg and Johnson County as a complete tourism package. This includes dining, recreation, festivals and events, sports, shopping, arts and culture, history and anything that would appeal to a visitor to travel to the area. The board meets the first Wednesday of the month at 3:30 p.m. in the Warrensburg Municipal Building Council Chambers.

The WCVB is solely funded by the 5 percent lodging tax collected on hotel, motel and bed & breakfast rooms in the City of Warrensburg. A reimbursement grant is received from the Missouri Division of Tourism for marketing.

Lodging Tax



Items to Note:
 Aug. 2017, the Fairfield Inn & Suites opened.
 In 2018, the Belmont Motel closed.
 April 2019, the lodging tax rate collected was approved by voters to increase from 2.5% 5%. Effective June 1, 2019.

WCVB Board

- Tom Koenigsfeld, President
- Chelsea Cantrell, Vice President
- Diane Whitworth, Secretary
- Mason Wirsig, Treasurer
- Ginny McTighe
- Scott Thomason
- VACANT
- Danielle Fesler
- Bryan Jacobs
- Harold Stewart

WCVB Staff

- Marcy Bryant, Director
- Mike Greife, Communication Coordinator



NUMBERS

Tourism Marketing Grant

The WCVB has awarded more than \$20,000 in grants since 2015 to events, festivals and projects in the greater Warrensburg area.

These funds assist qualified organizations with the promotion of tourism activities striving to directly increase lodging occupancy and encourage events to expand their marketing reach, which contributes positively to the growth of tourism in Warrensburg.

Grant Funding Awarded

2015-2016	\$8,007
2016-2017	\$6,757
2017-2018	\$6,688
2018-2019	\$4,595

Missouri Division of Tourism Grant

The WCVB is the designated marketing organization for Johnson County. This designation allows us to apply for grants offered by the Missouri Division of Tourism. The matching reimbursement grants are for marketing purposes only. The MDT offers two grants: Marketing Platform Development Grant and Marketing Matching Grant.

In 2019, the WCVB was awarded the MPD and MM Grant. The MPD grant funded 50% of the brand evaluation and creation development and the MM grant funded 50% of the cost of the Missouri Life episode.

Grant Funding Awarded

2016-2017	\$3,500
2017-2018	\$4,823
2018-2019	\$6,045
2019-2020	\$29,375

Tourism's Economic Impact* Johnson County - 2018

\$63.25 Million
2,144 Jobs

*Provided by the Missouri Department of Revenue.

Social Media



662
Followers



MARKETING/PARTNERSHIPS

Marketing Highlights

- Commercial on KMOS (Mules Football home opener and post-season game)
- MO Life TV Show
- Visitor Guide
- Social Media-Facebook and Instagram
- Digital Ads-Facebook and Instagram
- Sponsorship with KOKO/98.5 The Bar UCM Athletics
- Print Ads-Missouri Life magazine ads and Scenic Guide, Rural Missouri, Show-Me Missouri, Missouri Travel Guide, Missourian Tourism Insert and Big Local Flyer

Event Support Recap

- Accelerated Christian Education International Conference
- Blaine Whitworth 5K Go Big or Go Home*
- Burg Fest*
- Children's Literature Festival
- Community Holiday Parade
- Dicken's Christmas
- Lions All Star Football Game*
- Old Drum Festival, A Dog's Day Out*
- Rotary Fall Conference
- Warrensburg Wheels Car Show

Event support may include membership on event committee, staff volunteering at the event, welcome bags for participants, assistance with securing lodging, and welcome banners at community main entrances.

*WCVB Grant Recipient



COMING IN 2020

Brand Implementation

In 2019, the WCVB was awarded a grant from the Missouri Division of Tourism to conduct brand research, development and visual identity. The WCVB had struggled with the brand messaging and logo centered around Old Drum. The lodging establishments in Warrensburg do not accept animals other than those designated as service animals. Carr Strategies and TREO Marketing worked with the WCVB board and staff throughout the process. Three focus groups were held. Two surveys were distributed.

In 2020, we will work to implement this messaging by incorporating it in our social media platforms, print/digital ads, website, promotional material, Visitor Center, and more.

Brand Message: Nestled in between here and there, we are small in size, but big in soul. One of our greatest assets is our people. We welcome you with open arms to the place we call home.



Additional Items

- Reevaluate strategic plan, revise as needed
- Contract with an experienced agency for marketing services (graphic design, social media content calendar)
- Revise marketing plan
- Review and amend annual social media plan
- Conduct research to learn visitor's demographics and purpose of visit
- Continue to build and strengthen relationships with stakeholders-event organizers, venues, attractions, restaurants, etc.

Warrensburg Convention and Visitors Bureau

MISSION: The mission of the Warrensburg Convention and Visitors Bureau is to position Warrensburg and Johnson County as a regional tourism destination.

G O A L 1: DEVELOP AND IMPLEMENT A NEW MARKETING CAMPAIGN (PLAN, BRAND AND LOGO)

OJECTIVE: Receive proposals from agencies for a marketing plan for a new campaign by the April 2019 Board meeting

Strategy: Work session with Executive Committee to develop the RFP

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Review RFP from 2016	Staff	H	ST-by Feb. 2019 meeting	Staff and prior file/doc	
Send draft to Board via email and ask for comments to be brought to next meeting	Staff	H	ST-by March 2019 meeting	Staff and email	
See if there is a formatted proposal from Missouri Division of Tourism	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Explore funding sources through grants

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Identify various funding sources	Staff	H	ST-by Feb. 2019 meeting		

G O A L 2: DEVELOP AND IMPLEMENT A FINANCIAL PLAN

OJECTIVE: Create the WCVB a five-year financial plan for implementation following March 2019 WCVB Board meeting.

Strategy: Staff and Finance Committee develop a financial plan identifying short-term and long-term financial goals.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Determine marketing opportunities	Staff and Marketing Committee	H	ST-By Feb. 1, 2019	Staff and research	
Develop a contingency plan for revenue	Staff and Finance Committee	H	ST-by March 1, 2019	Staff and research	
Create spreadsheet with financial details	Staff and Finance Committee	H	ST-by March 1, 2019	Staff	
Present to Board for approval at the March 2019 Board Meeting	Staff and Finance Committee	H	ST-by March 14, 2019	Staff	

G O A L 3: IDENTIFY AND BETTER UTILIZE PARTNERSHIPS WITH UCM AND WAFB

OJECTIVE: Actively work to strengthen relationship with UCM community and provide quarterly update to Board

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
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Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with UCM stakeholders.

Meet with UCM Administration minimally twice a year to discuss partnership opportunities	Staff and Board President	H	ST (Ongoing-2 year)	Staff and Board president	
Identify and support UCM stakeholders who organize events/programs that bring visitors to community	Staff	H	LT (ongoing identified annually/semester)	Staff and funding	
Partner with UCM classes and organizations on projects/programs and provide event support when applicable	Staff	M	LT (ongoing)	Staff and funding,	

OJECTIVE: Actively work to strengthen relationship with WAFB community

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
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Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with WAFB stakeholders.

Attend monthly Military Affairs Committee meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Attend Base Community Council luncheon meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Meet with WAFB Public Affairs office to discuss beneficial ways the WCVB can assist the base community	Staff	H	ST-by June 1, 2019	Staff	
Implement ways identified through meeting attendance	Staff	H	MT	Staff, Board and funding	
Work with the Warrensburg Chamber to get promotional material on base and in the hands of those coming into the community	Staff	H	ST-initial materials distributed by June 2019	Staff and funding (promotional material)	

G O A L 4: EDUCATE AND EQUIP LOCAL RESIDENTS AND LEADERS TO PROMOTE WARRENSBURG AS A DESTINATION TO LIVE, WORK AND PLAY

OJECTIVE A: Secure community members to serve as ambassadors

Strategy: Identify CVB roles and responsibilities (who does what-Marcy, Board members, outside parties, etc.)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
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Following the April 2019 election, determine resources available	Staff and Executive Committee	H	ST-by June 2019 meeting	Staff	
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Strategy: Identify and engage ambassador network

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Make a list of individuals and organizations and develop a strategy for engagement	Staff and Board	H	ST-By March 1, 2019	Staff	
Execute strategy developed in action step 1	Staff and Board	H	ST-Following March 2019 meeting	Staff and funding	

G O A L 5: ESTABLISH THE CVB IN A NEW VISITORS CENTER WITH ITS OWN IDENTITY IN WARRENSBURG

OJECTIVE A: Determine a budget based on the 2.5% and 5% tax lodging tax revenue

Strategy: Build two optional budgets

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Build 2.5% budget	Staff	H	ST (January 10, 2019)	Staff	*18-19 Budget approved by Board 8/23/18

Establish subcommittee to work on the 5% contingent budget	Staff and Board	H	ST (Dec. 4, 2018)	Staff and Finance Committee	
Build 5% budget contingent upon ballot approval	Staff and Finance Committee	H	ST (February 14, 2019)	Staff and Finance Committee	*Committee appointed 12/4/18 (Tom and Kirsti)

OBJECTIVE B: Secure funding by passing a hotel tax increase at the April 2, 2019 election and secure a low-interest rate loan with the assistance of the City

Strategy: Communicate location with public (contingent upon board identifying location by April 2019)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Ask the City for approval to seek legal advice about disclosing or not disclosing the proposed location	Staff	H	ST-by Feb. 1, 2019	Staff and legal counsel	

Strategy: Establish informational campaign

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Board members vote at January meeting to give staff direction and budget to engage a graphic designer to produce informational materials that key influencers can use during the informational campaign. (Pending approval by Council-January 14)	Staff and Board	H	ST-Jan. 2019 meeting	funding	
Engage creative agency and getting mock-ups by February meeting with goal of approving that at the February meeting.	Staff	G	ST-Feb. 2019 meeting	funding	

Strategy: Recruit, educate and mobilize ambassadors to inform voters of the upcoming ballot issue.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Board members develop a list of key influencers and identify who will reach out to them	Board and Tax Committee	H	ST-list by Jan 2019 meeting; contact following Jan. 14, 2019 within two weeks	Board	
Share informational materials with ambassadors and communicate the action plan for their use.	Staff, Board and Tax Committee	H	ST-1 week following materials completion	Staff, Board and funding (info materials)	

OJECTIVE C: Secure a location that fits the CVB identity and fits within the budget by August 1

Strategy: Identify needs for space, parking, etc.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Create priority list	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Identify potential locations that fit within the current 18-19 budget

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Create opportunity list and share with board at monthly meetings	Staff and Building Committee	H	ST-each monthly meeting	Staff, Board and research	

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

January 30, 2020

GROUP/EVENT ASSISTANCE

Children's Literature Festival, March 15-17, 2020

I met with Maya Kucij, festival coordinator, on Friday, January 10, 2020 to discuss how the WCVB can assist. We will put together 30 bags for the authors/illustrators with community information for their hotel rooms upon arrival. They estimate thousands of students in grades 3-10 from all over Missouri will be on UCM's campus throughout the festival's three days.

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 have been unsuccessful in scheduling a conference call with event organizers. We have provided this event to the restaurants/retail establishments we have emails from.

Central States Anthropology Society, March 25-28, 2020

I met with Dr. Amber Clifford-Napoleone on Wednesday, January 8 to discuss the conference. We have assisted with transportation contacts. A RFP for lodging was distributed to all the lodging establishments, We forwarded those submissions to Dr. Clifford-Napoleone on Monday, January 27. They estimate 250-300 attendees. We will provide community information to event attendees.

Cycling Event, October 17, 2020

The WCVB continues to work with The Battle Within on the organization of this event. A RFP will be distributed in February to all the lodging establishments in Warrensburg. 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.

CALENDAR OF EVENTS

A calendar of events has been distributed to all the hotels, restaurants and retail establishments in our February e-newsletter. A hard copy will be delivered to the hotels the first of February.

MARKETING PLATFORM AND CREATIVE STRATEGY DEVELOPMENT RFP

The RFP is scheduled to be distributed Monday, Feb. 3. The deadline for submissions is Friday, Feb. 28. Staff will work to get the submissions reviewed and client referrals contacted so they can be presented to the board for review/approval at the March 4 WCVB meeting. This will be a quick turnaround. We want to ensure everything is reviewed so it may be moved to the April WCVB meeting.

COMMUNITY BRAND STUDY

I am working with the Warrensburg Economic Coalition's Marketing Committee and the UCM marketing program on evaluating the Warrensburg community's brand, creating a marketing plan and more. The committee will be working with numerous UCM marketing classes throughout this project.

Committee members attended the class on Thursday, Jan. 23 to discuss the spring 2020 project. The class has been broken up into teams. Each team will be creating a marketing plan with the objective of bringing awareness of the attractions/events in Warrensburg to help reduce the "There's Nothing To Do Here" perception. At the end of the semester the teams will present their plan to the committee members.

WCVB GRANT PROGRAM

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.

The grant program marketing included letters and emails to past recipients, letters to event venues in Warrensburg/Johnson County, numerous Facebook posts and two news releases.

WCVB Board Vacancy

Joe Eccleton submitted his resignation Wednesday, Jan. 1. A news release was distributed to local media announcing the vacancy with the application deadline of Friday, January 31, 2020. Several Facebook posts announced applications were being taken. Staff contacted those who had completed an application for the board within the last 12 months to verify their interest. Those who responded they were still interested will have their application submitted to the mayor for review. As of this report, we have 10+ applications for the mayor to review. The tentative goal is to have the Council appoint a replacement at the Feb. 10, 2020 Council meeting.

Attended Events

Main Street Celebration, Jan. 9
Meeting with Children's Literature Festival Director, Jan. 10
City Council, Jan. 13
MLK Luncheon, Jan. 15
Sunshine Law Workshop, Jan. 15
Warrensburg Economic Coalition, Jan. 16
Meeting with UCM History-Jon Taylor, Jan. 16
Presentation to UCM Marketing Class, Jan. 23
Department Head Meetings, Jan. 7, 14, 21 and 28

Upcoming Events

MACVB Conference Call, Jan. 31
WCVB Board Meeting, Feb. 5
Council Meeting, Feb. 10 & 24
Department Head Meetings, Feb. 4, 11, 18 & 25
MTA Board Meeting, Feb. 18
Capitol Days for Tourism, Feb. 18-19
**Holiday Inn Express Ribbon Cutting, Feb. 19 (I am unable to attend due to Capitol Days.)
Warrensburg Economic Coalition, Feb. 20
Dirty MO Organizational Meeting, Feb. 27
MDT Road Show, March 13
Children's Literature Festival, March 15-17
Central States Anthropology Society, March 25-28
Blaine Whitworth Go Big or Go Home 5K, March 28
Sip.Shop.Stroll, March 28

**I will be out of the office March 18-20 using PTO.*