

Warrensburg Convention and Visitors Bureau  
Warrensburg Municipal Center-Council Chambers, 200 S. Holden, Warrensburg  
Wednesday, March 4 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-Feb. 5, 2020  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 02052020.PDF](#)

5. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT MARCH 2020.PDF](#)

6. Order Of Business: Attended Conference & Meeting Recap/Update  
Marcy Bryant, Tourism Director

\*Capitol Days-Feb. 19 & 20, 2020

\*Lt. Governor Mike Kehoe Tourism Marketing Summit-March 2, 2020

\*MDT Road Show-March 13, 2020

7. Order Of Business: Wings Over Whiteman Event Support  
Marcy Bryant, Tourism Director

Documents:

[DIRECTOR NOTES WINGS OVER WHITEMAN SUPPORT .PDF](#)

8. Order Of Business: WCVB Meeting Day And Time  
Marcy Bryant, Tourism Director

Documents:

[SURVEY RESULTS.PDF](#)

9. Directors Report  
Marcy Bryant, Tourism Director

Documents:

[DR 02282020 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, February 5, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, February 5, 2020 at 3:37 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 and exofficio members Bryan Jacobs and Harold Stewart; Absent: Scott Thomason and Diane Whitworth, and exofficio member Danielle Fesler.

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 January 8, 2020 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's 2019 Annual Report was distributed by the WCVB director.

The WCVB director distributed copies of the strategic plan adopted January 2019. Three out of five goals have been accomplished. The plan needs to be updated so items identified can be budgeted in the FY 2020-2021 budget accordingly. A work session will be scheduled April or early May for the board to update.

The WCVB director provided the director's report. Items noted included dates out of the office, an update on the RFP for marketing services, upcoming events, board vacancy update, and the WCVB grant program marketing efforts.

The WCVB director noted the next scheduled meeting is 3:30 p.m. Wednesday, March 4.

There were no appearances by the public or board comments.

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.
12. Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.

Roll Call

Yes: Cantrell, Koenigsfeld, McTighe and Wirsig

Absent: Thomason and Whitworth



FINANCIAL REPORT\*  
MARCH 2020

	CURRENT BALANCE	DISBURSED	FY20 BUDGET
SALARIES & PT WAGES	\$ 35,778.32	\$ 26,785.68	\$ 62,564.00
EMPLOYEE TAXES	\$ 2,681.96	\$ 2,104.04	\$ 4,786.00
RETIREMENT	\$ 1,698.80	\$ 1,484.20	\$ 3,183.00
EMPLOYEE INSURANCE	\$ 4,147.35	\$ 2,997.65	\$ 7,145.00
WORKERS COMPENSATION	\$ 74.40	\$ 50.60	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 22,217.65	\$ 4,382.35	\$ 26,600.00
UTILITIES	\$ 3,971.94	\$ 2,628.06	\$ 6,600.00
OUTSIDE SERVICES	\$ 19,854.84	\$ 10,361.16	\$ 30,216.00
INSURANCE	\$ 201.00	\$ 1,799.00	\$ 2,000.00
TRAINING & TRAVEL	\$ 10,199.59	\$ 850.41	\$ 11,050.00
DUES & MEMBERSHIPS	\$ 2,641.52	\$ 1,060.48	\$ 3,702.00
MARKETING & COMMUNICATION	\$ 85,333.70	\$ 14,121.30	\$ 99,455.00
OTHER - EMPLOYMENT	\$ 100.00	\$ -	\$ 100.00
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 11,154.82	\$ 845.18	\$ 12,000.00
LEASE AGREEMENT	\$ 7,310.00	\$ 6,690.00	\$ 14,000.00
<b>TOTALS</b>	<b>\$ 207,365.89</b>	<b>\$ 76,160.11</b>	<b>\$ 283,526.00</b>

\*As of FEBRUARY 28, 2020

26.86%

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

	Spent	Budgeted	Remaining	
<b>Salaries/Wages</b>				
Full-Time	22911.77	51320	28408.23	4.46E-01
Part-Time	3873.91	11244	7370.09	3.45E-01
	<u>26785.68</u>	<u>62564</u>	<u>35778.32</u>	<u>4.28E-01</u>
<b>Employee Insurance</b>				
Dental	346.3	832	485.7	4.16E-01
Health	2452.1	5813	3360.9	4.22E-01
Life	52.7	130	77.3	4.05E-01
Short Term	98.45	250	151.55	0.3938
Long Term	48.1	120	71.9	4.01E-01
	<u>2997.65</u>	<u>7145</u>	<u>4147.35</u>	<u>4.2E-01</u>
<b>Program &amp; Other Supplies</b>				
Retail	108	1000	892	0.108
Clothing		500	500	0
Computer Supplies	2037.27	3000	962.73	0.67909
Meeting Supplies	12.89	500	487.11	0.02578
Maintenance Repairs & Supplies	169	7000	6831	2.41E-02
Office Supplies	313.55	1500	1186.45	2.09E-01
Software	617.28	2500	1882.72	0.246912
Food	13	600	587	2.17E-02
Supplies-Non Categorized	1111.36	10000	8888.64	0.111136
	<u>4382.35</u>	<u>26600</u>	<u>22217.65</u>	<u>0.16475</u>
<b>Utilities</b>				
Sewer	66.44	600	533.56	1.11E-01
Electric	832.68	2400	1567.32	0.34695
Gas	0	0	0	0
Water	64.42	600	535.58	1.07E-01
Internet/Cell Phone	1664.52	3000	1335.48	0.55484
	<u>2628.06</u>	<u>6600</u>	<u>3971.94</u>	<u>3.98E-01</u>
<b>Outside Services</b>				
Financial Services	309.68	1000	690.32	0.30968
Legal Services		500	500	0
Services Non-Categorized		17000	17000	0
Contractual Services	1301.48	3216	1914.52	4.05E-01
Consulting	8750	8500	-250	1.03E+00
	<u>10361.16</u>	<u>30216</u>	<u>19854.84</u>	<u>3.43E-01</u>
<b>Training &amp; Travel</b>				
Travel-Meals	9	300	291	0.03
Mileage	335.7	2000	1664.3	0.16785
Travel-Rooms	340.71	1750	1409.29	1.95E-01
Schools & Seminars	165	7000	6835	2.36E-02
	<u>850.41</u>	<u>11050</u>	<u>10199.59</u>	<u>7.7E-02</u>
<b>Marketing &amp; Communication</b>				
Advertising	13371.09	90705	77333.91	1.47E-01
Postage	67.71	600	532.29	0.11285
Printing & Binding		5500	5500	0
Shows/Expos		2000	2000	0
Communication-Non-Categorized	682.5	650	-32.5	1.05
	<u>14121.3</u>	<u>99455</u>	<u>85333.7</u>	<u>1.42E-01</u>

\*Cleaning Services & Printer/Copier Agreement

(WEB)

<b>LEASE (407A East Russell Ave, ST. 2)</b>	6690	14000	7310	4.78E-01
<b>Community Agreements</b>	845.18	12000	11154.82	7.04E-02

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:** March 4, 2020

**Item:** Wings Over Whiteman Emergency Services Support

### **Overview:**

In a meeting regarding Wings Over Whiteman, June 13-14, I learned of a need for of financial support to purchase food, water and Gatorade for local emergency services personnel manning the command center. This would consist of staff from the Warrensburg Police Department, Missouri Highway Patrol, Johnson County Sheriff Department, Missouri Department of Transportation and Johnson County Emergency Management Agency. This expense would not exceed \$250.00.

### **Additional Resources:**

NA

### **Staff Recommendation:**

Wings Over Whiteman brings thousands to our area. We have advertised this event in Rural Missouri, Missouri Life and Show-Me Missouri publications. This expense would be allocated from our supplies non-categorized budget. This line item is used for group support.

Staff recommends the board approve the expense of providing food (hotdogs, buns, etc.) and beverages to emergency personnel working the command center for Wings Over Whiteman June 13-14, 2020 not to exceed \$250.00.

# Poll "WCVB Meeting Day/Time"

<https://doodle.com/poll/fbg3kf65sqauvmts>

	Second Thursday of the Month at 10 a.m.	Second Thursday of the Month at 4 p.m.	First Wednesday of the Month at 3:30 p.m. (CURRENT)	Second Wednesday of the Month at 10 a.m.	Second Wednesday of the Month at 4 p.m.
Chelsea	OK		OK	OK	
Kelly Brooks	(OK)		OK		
Scott Thomason	OK				
Mason	OK				
Diane Whitworth			OK	(OK)	
Count	3:1:1	0:0:5	3:0:2	1:1:3	0:0:5

## Comments

<https://doodle.com/poll/fbg3kf65sqauvmts>

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**Ginny**

Thursday, February 13, 2020  
8:40:42 PM GMT

I have 5 other groups that meet the second week of each month.

## **CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT**

Marcy Bryant, Director of Tourism

February 28, 2020

### **GROUP/EVENT ASSISTANCE**

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

The WCVB will provide community information to the authors/illustrators (approximately 30) in their hotel rooms upon arrival. They estimate thousands of Missouri students in grades 3-10 will be on UCM's campus throughout the festival's three days.

*Rural Missouri Emergency Management Summit, March 19-20*

This event has typically been a one-day summit. Event organizers changed the agenda up to add an event the day before to get individuals into the community for more than one day. We're excited to work with them. We submitted an RFP to the lodging establishments. That information was provided to event organizers. They reserved 15 rooms.

*Central States Anthropology Society, March 25-28, 2020*

The event will be held mostly on UCM's campus. They estimate 250-300 attendees. We will provide community information to event attendees. We worked with event organizers to distribute an RFP. The submissions were submitted to the event organizer.

*Missouri State Gymnastics Championship, March 27-29, 2020*

The event will be held on the UCM campus March 27-29, 2020. They expect 750 athletes from 50 clubs and 100 coaches, officials and volunteers. We reached out to event organizers several times. Unfortunately, we were not able to connect with them. Information regarding the community and the WCVB Sports Grant was provided to them via email. The event was included on our calendar in our monthly e-newsletter.

*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 March 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. Event organizers have cancelled the January and February meetings due to travel and work engagements. The March meeting will be held Thursday, March 26.

### **NEW BOARD MEMBER**

Kelly Brooks was appointed by the City of Warrensburg Mayor to the WCVB Board to fill the unexpired term of Joe Eccleton. We're excited to have Kelly join us! She brings tremendous knowledge of events not just in our area, but throughout the state. She oversaw the organization of the Old Drum Day Festival for several years. You may have spotted her food truck The Food Spot at area events. Welcome, Kelly!

### **MARKETING PLATFORM AND CREATIVE STRATEGY DEVELOPMENT RFP**

The RFP was distributed Monday, Feb. 3. The deadline for submissions was Friday, Feb. 28. The Marketing Committee will meet shortly following the WCVB February meeting to discuss the submissions. Three were received. One was incomplete. The RFP will be presented to the entire board for approval at the WCVB April meeting on April 1.

## **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.

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.

I continue to meet and communicate (phone/email) regarding the project. I'm excited to have the opportunity to work with the WEC Marketing Committee and the eager, excited group of UCM students.

## **WCVB GRANT PROGRAM UPDATE**

The WCVB Board approved the following grants at the February WCVB meeting for the 2020 WCVB grant year. Please see the lodging requirement noted. All have completed the requirements prior to their event.

\*The WCVB will have a review period in June. Application deadline will be Friday, June 26. We will start advertising applications are being taken in April.

- BBBS Johnson County \$1,500 (Lodging Reserved)
- Burg Fest \$500 (Lodging Reserved)
- American Legion Baseball Tournament \$1,000 (Applicant informed they had been awarded an area tournament. No lodging needed. Event does not qualify for the grant.)
- Go Big or Go Home 5K \$1,000 (Lodging Reserved)
- Todd Hamann Golf Memorial Tournament \$1,000 (Lodging Reserved)
- Warrensburg Lions-Missouri All Star Football \$1,000 (Lodging Reserved)
- Johnson County United Way \$500 (Lodging Reserved)

## **ATTENDED MEETINGS:**

Department Head Meetings, Feb. 18 & 25

MTA Board Meeting, Feb. 18

Capitol Days for Tourism, Feb. 18-19

Warrensburg Economic Coalition, Feb. 20

Council Meeting, Feb. 24

Census 2020 Social Media, Feb. 26

## **Upcoming Meetings/Events**

Lt. Governor Mike Kehoe Tourism Marketing Summit, March 2

Department Head Meetings, March 3, 10, 17, 24, 31

WCVB Board Meeting, March 4

City Council, March 9 & 23

MDT Road Show, March 13

Children's Literature Festival, March 15-17

Rural Missouri Emergency Management Summit, March 19-20

Central States Anthropology Society, March 25-28

Dirty MO Organizational Meeting, March 26

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 and the afternoon of April 2 using PTO.*