

Warrensburg Convention and Visitors Bureau  
Thursday, May 14 10 a.m.  
Via Zoom: (Details Below)

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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: March 4, 2020  
Marcy Bryant, Tourism Director

Documents:

[MINUTES 03042020.PDF](#)

5. Financial Report  
Marcy Bryant, Tourism Director

Documents:

[LODGING TAX\\_20.PDF](#)  
[FINANCIAL REPORT MAY 2020.PDF](#)

6. Covid-19 And The Impact On The Lodging Industry  
Tom Koenigsfeld, Fairfield Inn & Suites/WCVB President
7. Order Of Business: FY19-20 REVISED BUDGET  
Marcy Bryant, Tourism Director

Documents:

[WCVB FUND FY 19-20 REVISED 05122020.PDF](#)

8. Order Of Business: Visitor Center Reopening Plan  
Marcy Bryant, Tourism Director

Documents:

[VISITOR CENTER REOPENING PLAN.PDF](#)

9. Director's Report  
Marcy Bryant, Tourism Director

Documents:

[DR 05122020 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, March 4, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held on Wednesday, March 4, 2020 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: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Diane Whitworth and Mason Wirsig; and exofficio member Harold Stewart; Absent: Chelsea Cantrell and Scott Thomason, and exofficio members Danielle Fesler and Bryan Jacobs.

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 February 5, 2020 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Wirsig. Motion passed.

Financial report provided by the WCVB director.

The WCVB director provided an update on the following meetings/conferences:

**Capitol Days**, February 19-20, Jefferson City. Met with elected representatives including Representative Dan Houx and Senator Denny Hoskins. Information regarding tourism's impact on our local and state economy was distributed.

**Tourism Marketing Summit**, March 2, Jefferson City. The Missouri Division of Tourism's agency on record provided a marketing concept: That's My MO.

**Missouri Division of Tourism Central Region Road Show**, March 13, Lake of the Ozarks. Registrations are still being accepted. Brooks noted her interest in attending.

The WCVB director sought the board's direction on donating funds to assist with food, water and Gatorade for emergency personnel working the Wings Over Whiteman Air Show June 13-14. Wings Over Whiteman brings over 100,000 people to the area. It's the biggest event in Johnson County. The donation would not exceed \$250. Whitworth made a motion to approve the monetary donation not to exceed \$250. The motion was second by McTighe. Motion passed.

The WCVB director distributed copies of the WCVB Board meeting day/time survey. The survey was distributed via email to board members. Discussion followed. Moving the WCVB Board meetings to the second Thursday of the month at 10 a.m. was approved by consensus. The location will not change.

The WCVB director provided the director's report. Items noted included upcoming event support, the marketing services and creative strategy RFP, WCVB grant program, Census 2020 and the severe weather information distributed to hotels.

The WCVB director noted the next scheduled meeting is 10 a.m. Thursday, April 9.

There were no appearances by the public or board comments.

Meeting adjourned.



**CITY OF WARRENSBURG  
LODGING TAX TEN YEAR COMPARISON**



	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	CHANGE	%	
OCT	\$ 5,146.91	\$ 6,406.60	\$ 7,723.43	\$ 7,986.37	\$ 7,944.91	\$ 8,961.97	\$ 9,085.49	\$ 12,636.49	\$ 13,877.01	\$ 24,977.90	\$ 11,100.89	79.99%	OCT
NOV	\$ 11,691.14	\$ 7,756.13	\$ 8,415.18	\$ 8,871.14	\$ 9,579.17	\$ 10,703.06	\$ 11,154.30	\$ 14,468.77	\$ 14,015.82	\$ 27,005.32	\$ 12,989.50	92.68%	NOV
DEC	\$ 7,392.74	\$ 6,481.50	\$ 6,262.96	\$ 6,855.56	\$ 8,466.41	\$ 7,148.61	\$ 7,853.81	\$ 10,528.83	\$ 10,666.06	\$ 24,615.47	\$ 13,949.41	130.78%	DEC
JAN	\$ 5,910.17	\$ 4,413.01	\$ 5,252.02	\$ 6,743.77	\$ 6,486.34	\$ 5,933.36	\$ 6,761.43	\$ 8,856.81	\$ 8,952.64	\$ 18,335.22	\$ 9,382.58	104.80%	JAN
FEB	\$ 5,549.30	\$ 4,213.85	\$ 5,350.15	\$ 5,892.83	\$ 7,022.53	\$ 5,841.01	\$ 6,859.50	\$ 8,585.46	\$ 8,085.59	\$ 17,619.90	\$ 9,534.31	117.92%	FEB
MAR	\$ 5,270.31	\$ 5,062.21	\$ 5,233.70	\$ 6,191.44	\$ 7,906.67	\$ 8,244.96	\$ 7,494.34	\$ 8,820.73	\$ 8,230.30	\$ 23,653.79	\$ 15,423.49	187.40%	MAR
APR	\$ 3,707.64	\$ 6,193.02	\$ 7,607.40	\$ 7,872.30	\$ 8,006.72	\$ 8,960.32	\$ 9,642.68	\$ 12,066.80	\$ 11,733.92	\$ 19,979.19	\$ 8,245.27	70.27%	APR
MAY	\$ 9,399.92	\$ 6,382.92	\$ 6,881.96	\$ 9,724.76	\$ 8,523.28	\$ 8,549.17	\$ 9,345.76	\$ 11,512.11	\$ 11,226.30				MAY
JUN	\$ 8,986.65	\$ 5,146.29	\$ 8,443.39	\$ 9,506.14	\$ 9,766.52	\$ 9,943.30	\$ 9,755.36	\$ 13,826.67	\$ 19,644.72				JUN
JULY	\$ 10,307.07	\$ 13,618.72	\$ 9,862.72	\$ 10,571.90	\$ 11,636.91	\$ 11,094.25	\$ 12,252.02	\$ 16,799.73	\$ 28,344.47				JULY
AUG	\$ 9,160.62	\$ 8,357.75	\$ 8,809.59	\$ 8,581.40	\$ 9,787.08	\$ 9,724.77	\$ 10,131.03	\$ 14,783.69	\$ 26,127.03				AUG
SEP	\$ 9,927.77	\$ 9,133.46	\$ 9,995.08	\$ 10,130.43	\$ 11,619.68	\$ 11,328.39	\$ 16,271.16	\$ 17,440.58	\$ 33,716.82				SEP
<b>TOTAL</b>	<b>\$ 92,450.24</b>	<b>\$ 83,165.46</b>	<b>\$ 89,837.58</b>	<b>\$ 98,928.04</b>	<b>\$ 106,746.22</b>	<b>\$ 106,433.17</b>	<b>\$ 116,606.88</b>	<b>\$ 150,326.67</b>	<b>\$ 194,620.68</b>	<b>\$ 156,186.79</b>	<b>\$ 80,625.45</b>	<b>106.70%</b>	<b>TOTAL</b>

FINANCIAL REPORT\*  
MAY 2020

	CURRENT BALANCE	DISBURSED	FY20 BUDGET
SALARIES & PT WAGES	\$ 26,232.00	\$ 36,332.00	\$ 62,564.00
EMPLOYEE TAXES	\$ 1,955.84	\$ 2,830.16	\$ 4,786.00
RETIREMENT	\$ 1,196.04	\$ 1,986.96	\$ 3,183.00
EMPLOYEE INSURANCE	\$ 2,893.97	\$ 4,251.03	\$ 7,145.00
WORKERS COMPENSATION	\$ 55.70	\$ 69.30	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 21,429.77	\$ 5,170.23	\$ 26,600.00
UTILITIES	\$ 3,434.25	\$ 3,165.75	\$ 6,600.00
OUTSIDE SERVICES	\$ 19,022.59	\$ 11,193.41	\$ 30,216.00
INSURANCE	\$ 201.00	\$ 1,799.00	\$ 2,000.00
TRAINING & TRAVEL	\$ 9,951.80	\$ 1,098.20	\$ 11,050.00
DUES & MEMBERSHIPS	\$ 2,334.97	\$ 1,367.03	\$ 3,702.00
MARKETING & COMMUNICATION	\$ 73,022.40	\$ 26,432.60	\$ 99,455.00
OTHER - EMPLOYMENT	\$ 100.00	\$ -	\$ 100.00
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 11,154.82	\$ 845.18	\$ 12,000.00
LEASE AGREEMENT	\$ 4,004.80	\$ 9,995.20	\$ 14,000.00
<b>TOTALS</b>	<b>\$ 176,989.95</b>	<b>\$ 106,536.05</b>	<b>\$ 283,526.00</b>

\*As of May 12, 2020

37.58%

	Spent	Budgeted	Remaining	
<b>Salaries/Wages</b>				
Full-Time	31020.57	51320	20299.43	6.04E-01
Part-Time	5311.43	11244	5932.57	4.72E-01
	<u>36332</u>	<u>62564</u>	<u>26232</u>	<u>5.81E-01</u>
<b>Employee Insurance</b>				
Dental	484.82	832	347.18	5.83E-01
Health	3481.26	5813	2331.74	5.99E-01
Life	75.37	130	54.63	5.8E-01
Short Term	140.8	250	109.2	0.5632
Long Term	68.78	120	51.22	5.73E-01
	<u>4251.03</u>	<u>7145</u>	<u>2893.97</u>	<u>5.95E-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	495.03	1500	1004.97	0.33002
Software	617.28	2500	1882.72	0.246912
Food	13	600	587	2.17E-02
Supplies-Non Categorized	1717.76	10000	8282.24	0.171776
	<u>5170.23</u>	<u>26600</u>	<u>21429.77</u>	<u>1.94E-01</u>
<b>Utilities</b>				
Sewer	104.7	600	495.3	0.1745
Electric	985.91	2400	1414.09	4.11E-01
Gas	0	0	0	0
Water	99.54	600	500.46	0.1659
Internet/Cell Phone	1975.6	3000	1024.4	6.59E-01
	<u>3165.75</u>	<u>6600</u>	<u>3434.25</u>	<u>4.8E-01</u>
<b>Outside Services</b>				
Financial Services	486.03	1000	513.97	0.48603
Legal Services	12.5	500	487.5	0.025
Services Non-Categorized		17000	17000	0
Contractual Services	1944.88	3216	1271.12	6.05E-01
Consulting	8750	8500	-250	1.03E+00
	<u>11193.41</u>	<u>30216</u>	<u>19022.59</u>	<u>3.7E-01</u>
<b>Training &amp; Travel</b>				
Travel-Meals	30.5	300	269.5	1.02E-01
Mileage	444.15	2000	1555.85	0.222075
Travel-Rooms	458.55	1750	1291.45	2.62E-01
Schools & Seminars	165	7000	6835	2.36E-02
	<u>1098.2</u>	<u>11050</u>	<u>9951.8</u>	<u>9.94E-02</u>
<b>Marketing &amp; Communication</b>				
Advertising	25634.81	90705	65070.19	2.83E-01
Postage	75.03	600	524.97	0.12505
Printing & Binding	40.26	5500	5459.74	0.00732
Shows/Expos		2000	2000	0
Communication-Non-Categorized	682.5	650	-32.5	1.05
	<u>26432.6</u>	<u>99455</u>	<u>73022.4</u>	<u>2.66E-01</u>

\*Cleaning Services & Printer/Copier Agreement

(WEB)

<b>LEASE (407A East Russell Ave, ST. 2)</b>	9995.2	14000	4004.8	7.14E-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	

**Warrensburg Convention and Visitors Bureau**

**REVISED FY19-20 BUDGET\***

*\*Draft 05142020*

Account Number	Description	FY 19-20 Approved	FY 19-20 Current Balance	FY 19-20 Revised
<b>Projected Cash Balance at October 1, 2019</b>		<b>\$ 222,000.00</b>		
<b>REVENUES</b>				
830-51905	Taxes-Lodging	\$ 288,000.00	\$ 175,431.34	\$ 206,182.00
830-52200	Grants-State	\$ 29,375.00	\$ 21,218.50	\$ 23,000.00
830-55105	Admissions			
830-55115	Advertising			
830-57105	Interest on Deposits	\$ 6,000.00	\$ 3,310.55	\$ 4,000.00
830-59910	Claims/Reimbursement		\$ 319.96	\$ 319.66
830-59930	Transfer from Other Source			
830-55190	Retail	\$ 150.00	\$ 30.00	\$ 30.00
	<b>Total Revenues</b>	<b>\$ 323,525.00</b>		<b>\$ 233,212.00</b>
<b>Personnel Expenses</b>				
830-611-1101	Wages Full Time	\$ 51,320.00	\$ 31,020.57	\$ 52,270.00
830-611-1102	Wages Part Time	\$ 11,244.00	\$ 5,311.43	\$ 5,466.00
830-611-1103	Wages-Overtime	\$ -		
830-611-2101	FICA	\$ 4,786.07	\$ 2,830.16	\$ 4,417.00
830-611-2201	Retirement-Lagers	\$ 3,182.00	\$ 1,986.96	\$ 2,980.00
830-611-2301	Insurance-Dental	\$ 832.00	\$ 484.82	\$ 832.00
830-611-2302	Insurance-Health	\$ 5,813.00	\$ 3,481.26	\$ 5,813.00
830-611-2304	Insurance-Life	\$ 130.00	\$ 75.37	\$ 130.00
830-611-2305	Insurance-Short-Term Disability	\$ 250.00	\$ 140.80	\$ 250.00
830-611-2306	Insurance-Long-Term Disability	\$ 120.00	\$ 68.78	\$ 120.00
830-611-2401	Worker's Compensation	\$ 125.00	\$ 69.30	\$ 125.00
	<b>Total Personnel Expenses</b>	<b>\$ 77,802.07</b>		<b>\$ 72,403.00</b>
<b>Expenditures:Commodities</b>				
830-611-3102	Retail	\$ 1,000.00	\$ 108.00	\$ 108.00
830-611-4102	Clothing	\$ 500.00		\$ -
830-611-4103	Computer Supplies	\$ 3,000.00	\$ 2,037.27	\$ 3,000.00
830-611-4107	Maintenance Repairs & Supplies	\$ 7,000.00	\$ 169.00	\$ 5,000.00
830-611-4108	Meeting Supplies	\$ 500.00	\$ 12.89	\$ 300.00
830-611-4109	Office Supplies	\$ 1,500.00	\$ 495.03	\$ 1,000.00
830-611-4114	Software	\$ 2,500.00	\$ 617.28	\$ 2,500.00
830-611-4117	Food	\$ 600.00	\$ 13.00	\$ 144.45
830-611-4199	Supplies Non-Categorized	\$ 10,000.00	\$ 1,717.76	\$ 5,000.00
	<b>Total Non-Categorized</b>	<b>\$ 26,600.00</b>		<b>\$ 17,052.45</b>
<b>Services</b>				
830-611-5106	Utility-Telephone	\$ -	\$ 180.00	\$ 480.00
830-611-5107	Utility-Data Access	\$ 3,000.00	\$ 1,815.60	\$ 2,500.00
830-611-5109	Utility-Sewer	\$ 600.00	\$ 104.70	\$ 250.00
830-611-5103	Utility-Water	\$ 600.00	\$ 99.54	\$ 350.00
830-611-5101	Utility-Electric	\$ 2,400.00	\$ 985.91	\$ 2,000.00
830-611-5102	Utility-Gas	\$ -		
830-611-5299	Contractual Services	\$ 3,216.00	\$ 1,944.88	\$ 3,216.00
830-611-5202	Consulting	\$ 8,500.00	\$ 8,750.00	\$ 8,750.00
830-611-5203	Financial Services	\$ 1,000.00	\$ 486.03	\$ 1,000.00
830-611-5206	Legal Services	\$ 500.00	\$ 12.50	\$ 200.00
830-611-5209	Rent/Lease	\$ 14,000.00	\$ 9,995.20	\$ 14,000.00
830-611-5301	Property Insurance	\$ 2,000.00	\$ 1,799.00	\$ 1,800.00
830-611-5401	Travel Meals	\$ 300.00	\$ 30.50	\$ 50.00
830-611-5402	Mileage	\$ 2,000.00	\$ 444.15	\$ 600.00
830-611-5403	Travel Rooms	\$ 1,750.00	\$ 458.55	\$ 458.55
830-611-5404	Schools and Seminars	\$ 7,000.00	\$ 165.00	\$ 700.00
830-611-5501	Dues and Memberships	\$ 3,702.00	\$ 1,367.03	\$ 2,500.00
830-611-5601	Advertising	\$ 90,704.93	\$ 25,634.81	\$ 84,500.00
830-611-5602	Postage	\$ 600.00	\$ 75.03	\$ 200.00
830-611-5603	Printing and Binding	\$ 5,500.00	\$ 40.26	\$ 3,500.00
830-611-5604	Shows/Expo/Events Expense	\$ 2,000.00	\$ -	\$ 500.00
830-611-5699	Communication-Non Categorized	\$ 650.00	\$ 682.50	\$ 682.00
830-611-5904	Employment	\$ 100.00	\$ -	\$ -
830-611-5999	Services Non-Categorized	\$ 17,000.00	\$ -	\$ 11,000.00
	<b>Total Services</b>	<b>\$ 167,122.93</b>		<b>\$ 138,756.55</b>

830-611-6206	Capital Outlay Equipment-Office	\$	-	\$	-
	<b>Total Capital Outlay</b>	\$	-	\$	-
830-611-9301	Non-Categorized Community Agreements	\$	12,000.00	\$	5,000.00
	<b>Non-Categorized</b>	\$	<b>12,000.00</b>	\$	<b>5,000.00</b>
	<b>RESERVE</b>	\$	<b>40,000.00</b>	\$	-
	<b>Total Expenditures</b>	\$	<b>323,525.00</b>	\$	<b>233,212.00</b>
	<b>Revenues Over (Under) Expenditures</b>	\$	-	\$	-
	<b>Projected Cash Balance at September 30, 2020</b>	\$	<b>222,000.00</b>		



## Warrensburg Convention and Visitors Bureau Visitor Center Reopening Plan\*

\*Contingent upon the City of Warrensburg's lift of the state of emergency

The Warrensburg Visitor Center will reopen to the public following the City of Warrensburg's state of emergency being lifted.

The Center will be open 1-4 p.m. Monday-Friday. Signage will be on the door asking those who are sick stay home and recommending those who have a mask wear it.

A sanitizing station will be placed after the second set of exterior doors before the Center's interior door. The second sanitizing station will be placed outside the bathroom in the work room for those utilizing the bathroom.

WCVB staff will relocate to the communication coordinator's desk while the Center is open to the public. This will allow staff to ensure the visitor is utilizing the hand sanitizing station prior to coming into the Center.

Signage and tape will be placed on the floor identifying social distancing measures.

Following the Center's closing at 4 p.m., staff will clean and sanitize all surfaces the visitor and staff may have touched (doors handles, bathroom, etc.).

Handwashing signage will be posted in the bathroom with handwashing information.

Staff will wear a mask anytime a visitor is in the Center.

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

Marcy Bryant, Director of Tourism

May 12, 2020

### **CORONAVIRUS IMPACT**

Events: Most, if not all, events from mid-March through July have been cancelled or postponed until later this fall. We have not been contacted since mid-March regarding any potential events coming to the community in 2020.

Lodging Partners: The Best Western is temporarily closed. The Holiday Inn Express and Fairfield have closed floors. All have cut staff, shortened work schedules and more to continue staying open. The general managers are staying positive as they go through this tremendous economic hardship.

We are continuing to assist our lodging partners in various ways. Since this began, I've emailed our partners weekly and sent them a postcard letting know we appreciate them and we're here!

Visitor Center: The Visitor Center will remain closed to the public in observance of the City's State of Emergency. A tentative draft of the reopening plan will be presented to the board at the May meeting.

Social Media: A COVID-19 dining out guide was created and shared on **VisitWarrensburg.com** and social media platforms. Updates were made accordingly.

Communication Coordinator: Mike Greife submitted his resignation Thursday, May 7. Mike worked 20 hours a week as our communication coordinator. Mike voluntarily stopped working in the Visitor Center on March 16 following the City's State of Emergency going into effect. He has enjoyed the last few weeks spending time with his wife and looks forward to traveling and utilizing his camper at Truman Lake. We appreciate Mike's service and hope he enjoys retirement!

### **NATIONAL TOURISM AND TRAVEL WEEK, May 3-10**

We recognized National Tourism and Travel Week by posting spotlights on Facebook for all our lodging partners. Our partners work hard to ensure those visiting our community have a positive experience. A lot of time when those working in our lodging provide the only personal interaction with community visitors. We appreciate their support for the WCVB and the Warrensburg community. This year's theme was #SpiritofTravel.

### **UCM**

Orientation: We were notified UCM has revised their Orientation schedule. They are tentatively planning to host on-site Orientation July 15-17 and 30-31. I will attend each session welcoming students and parents to the Burg. Currently, they are offering virtual Orientations. We assisted by providing community information including pictures, interesting info and more.

Graduation: UCM has postponed spring commencement ceremonies to Saturday, August 1. They are tentatively planning on holding three ceremonies that day.

## **MISSOURI DIVISION OF TOURISM GRANTS**

Recently Governor Parsons cut \$6.5 million from the Missouri Division of Tourism's current fiscal budget. This cut will not impact the current marketing grant program we participate in. Once the state approves the 2020-2021 budget, we will be notified by the division if the amount we are eligible to apply for is revised.

Currently, we are eligible to apply for up to \$25,000 for the Marketing Matching Grant and the monthly allocation of \$250 for the SEM partnership with Madden Media. Applications are due July 15, 2020.

## **PROJECTS**

- Visitor Guide
- Website Redesign
- Tourism Inventory
- Image Library

## **OUT OF OFFICE (Furlough):**

- May 18-22
- June 1-5