

Warrensburg Convention and Visitors Bureau
Thursday, June 11 10 a.m.
Via Zoom: (Details Below)

Please click the link below to join the webinar:

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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-May 14, 2020
Marcy Bryant, Tourism Director

Documents:

[MINUTES 05142020.PDF](#)

5. Financial Report
Marcy Bryant, Tourism Director

Documents:

[LODGING TAX_20 .PDF](#)
[FINANCIAL REPORT JUNE 2020.PDF](#)

6. Directors Report
Marcy Bryant, Tourism Director

Documents:

[DR 06052020 BOARD REPORT .PDF](#)

7. Appearances By The Public
8. Board Comments
WCVB Board Members
9. Adjourn

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, May 14, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, May 14, 2020 at 10:08 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Scott Thomason, and Diane Whitworth; and exofficio member Bryan Jacobs; Absent: Chelsea Cantrell and Mason Wirsig, and exofficio members Danielle Fesler and 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 March 4, 2020 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Brooks. Motion passed.

Financial report provided by the WCVB director.

Board President and Fairfield Inn and Suites owner Tom Koenigsfeld provided an update on how Covid-19 is impacting the local lodging industry. The Fairfield team is working hard to comply with all restrictions to ensure guests feel safe. They were able to participate in the Payroll Protection Program. In April 2020, they saw 20% in revenue compared to April 2019.

The WCVB director presented a draft of the revised 2019-2020 WCVB Budget. Due to the impact Covid-19 has and will continue to have on our lodging partners for the remainder of the fiscal year, the budget needs to be revised. The lodging tax collected for months April through September is projected to be 20% of the amount originally budgeted. This has caused a deficit in the budget by approximately \$90, 213. To make up for the difference in revenue the following cuts were made, personnel \$5,399, commodities \$9,547, services \$28,365, community agreements \$7,000 and reserve \$40,000. The director noted the \$40,000 from reserves was the amount budgeted to be added this fiscal year. Funds will not be taken out of the fund's reserve as of now. McTighe made a motion to approve the revised 2019-2020 WCVB Budget as presented. The motion was second by Brooks. Motion passed.

The WCVB director discussed the Visitor Center reopening plan. The center will reopen once the City lifts the State of Emergency. The center's hours will be revised to reflect the change in staffing and the cleaning needed to keep visitors and staff safe. The center will be open 1-4 p.m. Monday-Friday. This will allow the director to attend morning meetings and properly clean after closing to the public. Signage will be placed on the door encouraging visitors to wear masks and maintain social distancing. Hand sanitizer will be placed near the center's interior door. Markings will be placed on the floor as a visual to maintain social distancing. Staff will wear a mask anytime a visitor is in the center.

The WCVB director provided the director's report. Items noted included Covid-19 and how the organization has responded, webinars participated in, National Tourism and Travel Week, UCM's tentatively scheduled Orientation and graduation ceremony, and upcoming furlough weeks.

The WCVB director noted the next tentatively scheduled meeting is 10 a.m. Thursday, June 11.

There were no appearances by the public or board comments.

Meeting adjourned.

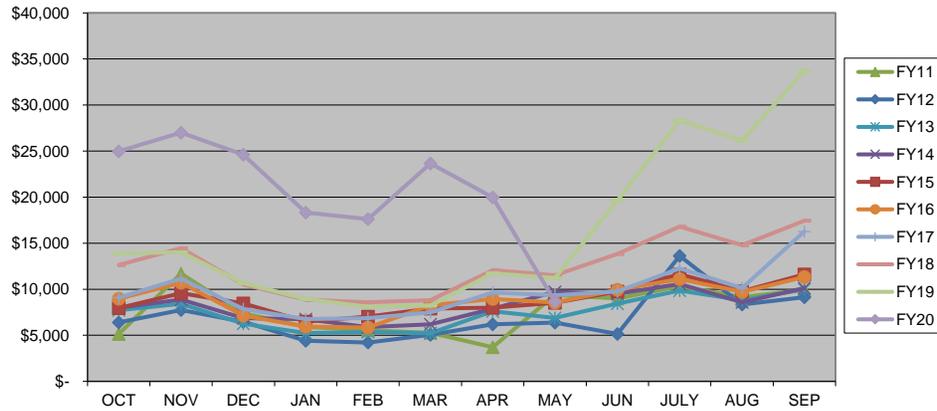


CITY OF WARRENSBURG LODGING TAX TEN YEAR COMPARISON

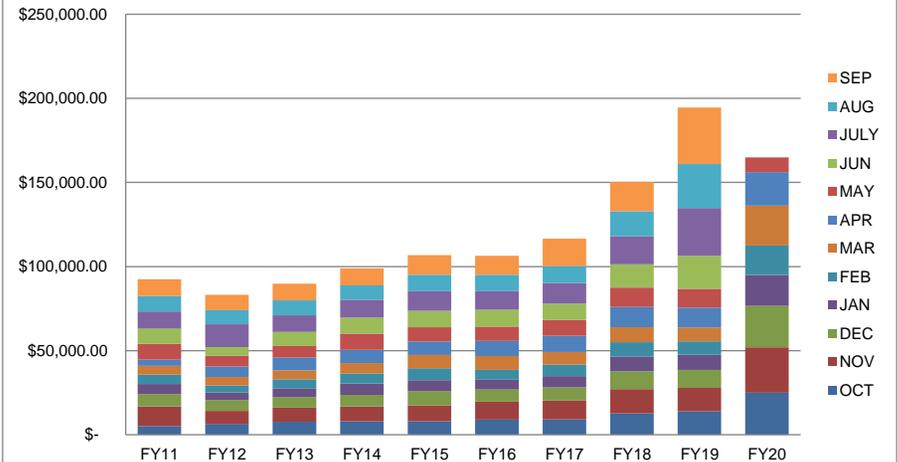


	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	CHANGE	%	
OCT	\$ 5,146.91	\$ 6,406.60	\$ 7,723.43	\$ 7,986.37	\$ 7,944.91	\$ 8,961.97	\$ 9,085.49	\$ 12,636.49	\$ 13,877.01	\$ 24,977.90	\$11,100.89	79.99%	OCT
NOV	\$11,691.14	\$ 7,756.13	\$ 8,415.18	\$ 8,871.14	\$ 9,579.17	\$ 10,703.06	\$ 11,154.30	\$ 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	\$ 8,657.81	\$ (2,568.49)	-22.88%	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
TOTAL	\$92,450.24	\$83,165.46	\$89,837.58	\$98,928.04	\$106,746.22	\$106,433.17	\$116,606.88	\$150,326.67	\$194,620.68	\$164,844.60	\$78,056.96	89.94%	TOTAL

LODGING TAX TEN YEAR FISCAL



LODGING TAX TAXES RECEIVED



FINANCIAL REPORT*
JUNE 2020

	CURRENT BALANCE	DISBURSED	FY20 BUDGET*
SALARIES & PT WAGES	\$ 17,349.60	\$ 40,386.40	\$ 57,736.00
EMPLOYEE TAXES	\$ 1,278.76	\$ 3,138.24	\$ 4,417.00
RETIREMENT	\$ 741.66	\$ 2,238.34	\$ 2,980.00
EMPLOYEE INSURANCE	\$ 1,898.28	\$ 4,876.72	\$ 6,775.00
WORKERS COMPENSATION	\$ 55.70	\$ 69.30	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 11,786.79	\$ 5,266.21	\$ 17,053.00
UTILITIES	\$ 1,318.10	\$ 3,781.90	\$ 5,100.00
OUTSIDE SERVICES	\$ 12,879.00	\$ 11,287.00	\$ 24,166.00
INSURANCE	\$ 1.00	\$ 1,799.00	\$ 1,800.00
TRAINING & TRAVEL	\$ 709.80	\$ 1,098.20	\$ 1,808.00
DUES & MEMBERSHIPS	\$ 1,132.97	\$ 1,367.03	\$ 2,500.00
MARKETING & COMMUNICATION	\$ 59,519.30	\$ 29,863.20	\$ 89,382.50
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 4,154.82	\$ 845.18	\$ 5,000.00
LEASE AGREEMENT	\$ 2,889.80	\$ 11,110.20	\$ 14,000.00
TOTALS	\$ 115,715.58	\$ 117,126.92	\$ 232,842.50

*As of June 5, 2020

50.30%

*Revised Budget 5/14/2020

	Spent	Revised Budgeted	Remaining		
Salaries/Wages					
Full-Time	35074.97	52270	17195.03	6.71E-01	
Part-Time	5311.43	5466	154.57	9.72E-01	
	<u>40386.4</u>	<u>57736</u>	<u>17349.6</u>	<u>7E-01</u>	
Employee Insurance					
Dental	554.08	832	277.92	6.66E-01	
Health	3995.84	5813	1817.16	6.87E-01	
Life	86.44	130	43.56	6.65E-01	
Short Term	161.48	250	88.52	0.64592	
Long Term	78.88	120	41.12	6.57E-01	
	<u>4876.72</u>	<u>7145</u>	<u>2268.28</u>	<u>6.83E-01</u>	
Program & Other Supplies					
Retail	108	108	0	1	
Clothing		0	0	0	
Computer Supplies	2037.27	3000	962.73	0.67909	
Meeting Supplies	12.89	300	287.11	4.3E-02	
Maintenance Repairs & Supplies	169	5000	4831	0.0338	
Office Supplies	561.01	1000	438.99	0.56101	
Software	647.28	2500	1852.72	0.258912	
Food	13	145	132	8.97E-02	
Supplies-Non Categorized	1717.76	5000	3282.24	0.343552	
	<u>5266.21</u>	<u>17053</u>	<u>11786.79</u>	<u>3.09E-01</u>	
Utilities					
Sewer	104.7	250	145.3	0.4188	
Electric	1248.08	2000	751.92	0.62404	
Gas	0	0	0	0	
Water	118.54	350	231.46	3.39E-01	
Internet/Cell Phone	2310.58	2500	189.42	0.924232	
	<u>3781.9</u>	<u>5100</u>	<u>1318.1</u>	<u>7.42E-01</u>	
Outside Services					
Financial Services	579.62	1000	420.38	0.57962	
Legal Services	12.5	200	187.5	0.0625	
Services Non-Categorized		11000	11000	0	
Contractual Services	1944.88	3216	1271.12	6.05E-01	*Cleaning Services & Printer/Copier Agreement
Consulting	8750	8750	0	1	
	<u>11287</u>	<u>24166</u>	<u>12879</u>	<u>4.67E-01</u>	
Training & Travel					
Travel-Meals	30.5	50	19.5	0.61	
Mileage	444.15	600	155.85	0.74025	
Travel-Rooms	458.55	458	-0.55	1E+00	
Schools & Seminars	165	700	535	2.36E-01	
	<u>1098.2</u>	<u>1808</u>	<u>709.8</u>	<u>6.07E-01</u>	
Marketing & Communication					
Advertising	29061.86	84500	55438.14	3.44E-01	
Postage	78.58	200	121.42	0.3929	
Printing & Binding	40.26	3500	3459.74	1.15E-02	
Shows/Expos		500	500	0	
Communication-Non-Categorized	682.5	682.5	0	1	(WEB)
	<u>29863.2</u>	<u>89382.5</u>	<u>59519.3</u>	<u>3.34E-01</u>	

LEASE (407A East Russell Ave, ST. 2)	11110.2	14000	2889.8	7.94E-01
Community Agreements	845.18	5000	4154.82	0.169036

**Revised Budget-approved May 14

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	

CONVENTION AND VISITORS BUREAU DIRECTOR'S REPORT

Marcy Bryant, Director of Tourism

June 5, 2020

Visitor Center Reopening

The Visitor Center will reopen to the public Monday, June 15. The Center's hours have been revised to reflect the current staffing and support services available. It will be open 1-4 p.m. Monday-Friday. The part-time communication coordinator resigned effective Thursday, May 7. Cleaning services is no longer outsourced. The director will be responsible for the cleaning of the Center.

With the assistance of Stephane Smith, Warrensburg PD, we have reopening plan that will ensure visitors have a safe environment. Her assistance was greatly appreciated.

Visual reminders (signage and tape) will be placed throughout the Center encouraging social distancing. Visitors will find a hand sanitizing station located by the interior door. Signage will be on the exterior door encouraging those who may feel ill to stay home and those who have a mask to wear it. The director will wear a mask anytime a visitor is in the Center.

A press release announcing the reopening was distributed to local media and the Chamber of Commerce for their e-newsletter-The Flash. It was also shared on our Facebook page.

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. The WCVB, Chamber of Commerce and Main Street will have a table to distribute community information each Orientation session.

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

Admission Marketing Efforts: We were contacted by UCM's Center for Integrated Marketing to assist with community information in promotional pieces. A Zoom meeting was held on Tuesday, June 2 to discuss these efforts. We will be assisting by providing community highlights and images. The community tourism inventory will be shared with UCM CIM and UCM Admission.

Missouri Division of Tourism Marketing Matching Grant

A conference call is scheduled with MDT staff for Wednesday, June 10 to discuss how the WCVB can utilize the grant for digital. The grant has always been utilized for print pieces. As we have learned with the outbreak of Covid, things can change so fast. Events cancelled. Attractions closed. If we can do digital, we will be able to adapt to those situations faster than with print pieces!

The grant application will be submitted to the WCVB Board for approval at the July meeting.

Virtual FAM Tour

I have been invited to provide a virtual FAM tour to Missouri Division of Tourism staff and OBP staff on Thursday, July 16. OBP is the marketing agency for MDT. They will be leading the state's tourism marketing efforts. The familiarization tour will provide the WCVB an opportunity to tell our story so OBP can incorporate our community with the state's marketing.

Budget 2020-2021

The first draft of the 2020-2021 budget will be presented for review to the board at the July meeting. The budget will be presented for approval at the August board meeting.

RFP

There are currently two requests for proposals open. The hotels have received RFPs for the Church of Brethren Missouri and Arkansas Conference (September) and Warrensburg Main Street's Quarterly Meeting (November).

Johnson County EMA & WCVB Partnership

I have been working with Johnson County EMA to secure a new partnership for the 2020-2021 year to obtain drone footage from events and/or location shots. In 2019-2020, we signed the agreement and paid the funds up front. This year's agreement will allow us to only pay the \$250 fee per event if we decide to secure their services. Johnson County EMA understands the financial restraints the WCVB is currently experiencing. The rate of \$250 is incredibly low compared to others offering the service in the area. The funds were allocated in the revised budget approved May 14, 2020.

WCVB 2020 Community Grant Program

Big Brothers Big Sisters Holiday Event-Home Tour & More: I spoke to Dana Phelps, BBBS director, and they are evaluating the event and its status. It may be moved to 2021. I will keep the board updated when I receive any information.

Todd Hamann Memorial Golf Tournament-The event has been cancelled for 2020.

Blaine Whitworth Go Big or Go Home 5K has been moved to October.

Burg Fest-The event is still on the calendar. If that changes, I will advise.

United Way Basketball Event-The event is still on the calendar. If that changes, I will advise.