

Warrensburg Convention and Visitors Bureau
10 a.m. Thursday, October 8
Via Zoom

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/88350875621?pwd=VS8zRXJsOEZ0T3ZRaGlpbHRQNVJJZz09>

Passcode: 218281

Or iPhone one-tap :

US: +13126266799,,88350875621#,,,,,0#,,218281# or
+16465588656,,88350875621#,,,,,0#,,218281#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or +1 646 558 8656 or +1 301 715 8592 or +1 346 248 7799 or +1
669 900 9128 or +1 253 215 8782

Webinar ID: 883 5087 5621

Passcode: 218281

International numbers available: <https://us02web.zoom.us/j/88350875621?pwd=VS8zRXJsOEZ0T3ZRaGlpbHRQNVJJZz09>

1. Call To Order
2. Roll Call
3. Adopt Agenda
4. Minutes Of Prior Meeting-Sept 2020
Marcy Bryant, Tourism Director

Documents:

[MINUTES 09102020.PDF](#)

5. Financial Report-October 2020
Marcy Bryant, Tourism Director

Documents:

[FINANCIAL REPORT OCT 2020.PDF](#)

6. Director's Report
Marcy Bryant, Tourism Director

Documents:

[DR 10052020 BOARD REPORT.PDF](#)

7. Other Business
8. Board Comments
WCVB Board
9. Public Comments
10. Adjournment

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, September 10, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, September 10, 2020 at 10:04 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Scott Thomason, and Diane Whitworth

Absent: Mason Wirsig and exofficio members Danielle Fesler, Bryan Jacobs and Harold Stewart

The adoption of the agenda was considered. Whitworth made a motion to adopt the agenda as presented. The motion was seconded by McTighe. Motion passed.

Minutes of the August 13, 2020 WCVB Board meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was seconded by Brooks. Thomason abstained. Motion passed.

Financial report provided by the WCVB director. As of September 8, 2020, 58% of budgeted expenses have been incurred. The director noted August personnel expenses had not been posted as of the date of the meeting. The lodging tax for August 2020 was down 12% from collections in August 2019. Total lodging tax collected in 2020 is \$224,023.

The director presented the option to upgrade the department header during the website redesign with CivicPlus. The cost for the upgraded package is \$4,103. This includes the annual fee of \$1,103. The upgrade will allow the WCVB to alter the widget selection and placement, widget type customization and design styles. The overall design of the site will have to follow the City's as per our agreement originally signed in 2017. Thomason suggested reaching out to CivicPlus and ask if allocating the design expense could be allocated for several years. Koenigsfeld made a motion to approve the upgrade for the expense of \$4,103. The motion was seconded by Whitworth. Motion passed.

The director presented an update on the Show Me Strong Funds. The application submittal was approved by the WCVB Board during the August WCVB meeting. The WCVB was notified of the award totaling \$104,400 on August 31. The director has been working on gathering documentation for the payroll reimbursement allocation (March 1-Sept. 30) along with marketing. Several photoshoots have been held to provide images needed. This is a reimbursement grant made possible with CARES funds so messaging/images must directly relate to Covid-19.

WCVB Committee Appointments for 2020-2021 were made:

Grant Committee: Ginny McTighe, Kelly Brooks and Tom Koenigsfeld

Whitworth made a motion the committee be approved as presented. The motion was seconded by Phelps. Motion passed.

Marketing Committee: Diane Whitworth, Dana Phelps and Tom Koenigsfeld

McTighe made a motion the committee be approved as presented. The motion was seconded by Brooks. Motion passed.

The director provided her director's report. Items highlighted were an update on the Visitor Center, face mask donation program, and the WCVB Community Grant program.

In consensus the Board decided the remainder of WCVB Board Meetings in 2020 will be held via Zoom.

There were no appearances by the public.

Board members provided updates regarding upcoming events/happenings from various organizations.

Meeting adjourned.

FINANCIAL REPORT*
 SEPTEMBER 30, 2020

2019-2020 Budget
 Year End Summary

EXPENSES

	CURRENT BALANCE	DISBURSED	FY20 BUDGET*
SALARIES & PT WAGES	\$ 118.40	\$ 57,617.60	\$ 57,736.00
EMPLOYEE TAXES	\$ (31.10)	\$ 4,448.10	\$ 4,417.00
RETIREMENT	\$ (326.70)	\$ 3,306.70	\$ 2,980.00
EMPLOYEE INSURANCE	\$ (604.48)	\$ 7,379.48	\$ 6,775.00
WORKERS COMPENSATION	\$ 19.12	\$ 105.88	\$ 125.00

PROGRAM & OTHER SUPPLIES	\$ 11,182.87	\$ 5,870.13	\$ 17,053.00
UTILITIES	\$ 134.39	\$ 4,965.61	\$ 5,100.00
OUTSIDE SERVICES	\$ 11,748.26	\$ 12,417.74	\$ 24,166.00
INSURANCE	\$ 1.00	\$ 1,799.00	\$ 1,800.00
TRAINING & TRAVEL	\$ 709.80	\$ 1,098.20	\$ 1,808.00
DUES & MEMBERSHIPS	\$ 1,026.07	\$ 1,473.93	\$ 2,500.00
MARKETING & COMMUNICATION	\$ 52,506.60	\$ 36,875.90	\$ 89,382.50
OTHER - EMPLOYMENT	\$ -	\$ -	\$ -
CAPITAL - EQUIPMENT	\$ -	\$ -	\$ -
GRANT PROGRAM	\$ 4,154.82	\$ 845.18	\$ 5,000.00
LEASE AGREEMENT	\$ (1,509.80)	\$ 15,509.80	\$ 14,000.00
TOTALS	\$ 79,129.25	\$ 153,713.25	\$ 232,842.50

*As of October 5, 2020

66.02%

REVENUE

	FY 20 BUDGET	COLLECTED	DIFFERENCE
LODGING TAX	\$ 241,107.00	\$ 268,232.01	\$ (27,125.01)
GRANTS-STATE	\$ 55,933.00	\$ 29,375.00	\$ 26,558.00
MERCHANDISE	\$ 30.00	\$ 30.00	\$ -
INTEREST ON DEPOSITS	\$ 4,000.00	\$ 4,407.51	\$ (407.51)
EARNINGS CREDIT	\$ -	\$ 390.94	\$ (390.94)
CLAIMS/REIMBURSEMENT	\$ 319.66	\$ 319.66	\$ -

GRANTS-STATE NOTE: Reimbursement for Show Me Strong Funds made 9/29/2020 \$39,688.94

*Revised Budget 8/13/2020
 Not Audited

	Spent	Revised Budgeted	Remaining		
Salaries/Wages					
Full-Time	52306.17	52270	-36.17	1E+00	
Part-Time	5311.43	5466	154.57	9.72E-01	
	<u>57617.6</u>	<u>57736</u>	<u>118.4</u>	<u>9.98E-01</u>	
Employee Insurance					
Dental	831.12	832	0.88	9.99E-01	
Health	6054.16	5813	-241.16	1.04E+00	
Life	130.72	130	-0.72	1.01E+00	
Short Term	244.2	250	5.8	0.9768	
Long Term	119.28	120	0.72	0.994	
	<u>7379.48</u>	<u>7145</u>	<u>-234.48</u>	<u>1.03E+00</u>	
Program & Other Supplies					
Retail	108	108	0	1	
Clothing		0	0	0	
Computer Supplies	2127.74	3000	872.26	7.09E-01	
Meeting Supplies	12.89	300	287.11	4.3E-02	
Maintenance Repairs & Supplies	169	5000	4831	0.0338	
Office Supplies	712.8	1000	287.2	0.7128	
Software	647.28	2500	1852.72	0.258912	
Food	29.21	145	115.79	2.01E-01	
Supplies-Non Categorized	2063.21	5000	2936.79	0.412642	
	<u>5870.13</u>	<u>17053</u>	<u>11182.87</u>	<u>3.44E-01</u>	
Utilities					
Sewer	171.46	250	78.54	0.68584	
Electric	1886.54	2000	113.46	0.94327	
Gas	0	0	0	0	
Water	197.11	350	152.89	5.63E-01	
Internet/Cell Phone	2710.5	2500	-210.5	1.0842	
	<u>4965.61</u>	<u>5100</u>	<u>134.39</u>	<u>9.74E-01</u>	
Outside Services					
Financial Services	755.87	1000	244.13	0.75587	
Legal Services	23.75	200	176.25	0.11875	
Services Non-Categorized		11000	11000	0	
Contractual Services	2888.12	3216	327.88	8.98E-01	*Cleaning Services & Printer/Copier Agreement
Consulting	8750	8750	0	1	
	<u>12417.74</u>	<u>24166</u>	<u>11748.26</u>	<u>5.14E-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	36000.09	84500	48499.91	4.26E-01	
Postage	153.05	200	46.95	0.76525	
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>36875.9</u>	<u>89382.5</u>	<u>52506.6</u>	<u>4.13E-01</u>	

LEASE (407A East Russell Ave, ST. 2)	15509.8	14000	-1509.8	1.11E+00
Community Agreements	845.18	5000	4154.82	0.169036

**Revised Budget-approved Aug 13.

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

October 5, 2020

Visitor Center Update

The Center is open 1-4 p.m. Monday-Friday. There is signage regarding social distancing and the mask requirement on the exterior doors and throughout the Center.

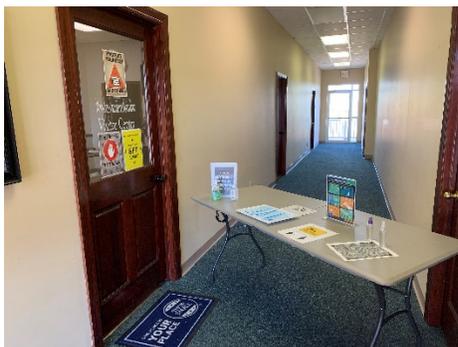
We have seen the demand for community maps increase significantly. With the change in hours, I try to keep an eye on the door in case someone comes during our closed hours so I can assist them. I cannot always catch them. During the day, the first set of doors to the vestibule is open to allow mail to be delivered. A brochure rack was purchased so those who come Monday-Friday prior to 1 p.m. can still grab a map and community information. Both sets of doors are locked at 4 p.m. during the week and on the weekend.



Outside Signage



Inside Vestibule



Interior Door/Hallway

Show Me Grant

First reimbursement request was submitted Sept. 29, 2020 for payroll expenses March 1-Sept 30 in the amount of \$39,664. The reimbursement will be posted to 2019-2020 budget. The WCVB is allowed one reimbursement request per month through November 15.

Madden Media launched the FB/Instagram and Google Ads the week of Sept. 14. Print ads have been placed in Show Me Missouri, Missouri Life, Rural Missouri and Terrain.

Website

A website redesign project meeting was held Thursday, Oct. 1. The timeline for the project is tentatively six months.

Rolling Piano Project

I was asked by the City to assist with placement of nine pianos. The pianos were donated to be part of the Warrensburg Arts Commission's Rolling Piano Project. Locations for all the pianos were secured. Community groups/organizations are overseeing the pianos being painted. I will create a flier with a map showing the locations of the pianos for distribution. A thank you to the City of Warrensburg-Danielle Dulin, City Public Works Department and Warrensburg Arts Commission for letting me participate in this project. The project would not have happened without the community's support, from the piano donors, to those agreeing to have the pianos located at their business/area and those who donated time and funds to paint the pieces.

Participants:

Big Brothers Big Sisters of Johnson County (Dana Phelps)
City of Warrensburg Employees (Danielle Dulin, Jeanie McMurphy and Brett Penrose)
Early Childhood Opportunity Center (Liz Fatka)
Johnson County United Way (Scott Holmberg)
RISE Crafts & Curiosities (Melissa Truex and Vicki Coulter)
Warrensburg Chamber-Reese School Students (Suzanne Taylor)
Warrensburg Main Street (Jill Purvis and Jamie DeBacker)
Warrensburg Parks & Recreation-WPR Youth Program Participants (Danielle Fesler)
Warrensburg Visitor Center-Twisters Afterschool Program Participants

UCM Partnership

I met with Sara McKeehan, UCM Admissions Event Coordinator, on Thursday, Oct. 1 to discuss how the WCVB can assist UCM Admissions. We discussed a coupon flier and community profile sheet for distribution to interested parents/students on tour days. We will be providing digital images for various marketing uses. I am excited about this opportunity to strengthen this partnership.

UCM History Brochure

I am putting the finishing touches on the design of the history brochure completed by UCM students during the spring 2020 semester. The goal is to have the piece in distribution by January 2021. Warrensburg Main Street has offered to help distribute.

WCVB 2021 Community Grant Program

This fall the grant program committee will meet to discuss the 2020 grant program and if any revisions are needed. Those revisions, if any, will be presented to the entire Board for approval at the November/December Board meeting.

Face Mask Donation

As of the report date, three nonprofits have received face masks.

- Johnson County United Way-Youth Chalk Walk
- Warrensburg Animal Rescue-Garage Sale
- Johnson County Cancer Foundation-5K

The donation form is located on our website-VisitWarrensburg.com.

WCVB Board Meeting

The October WCVB Board Meeting will be held via Zoom 10 a.m. Thursday, October 8. The agenda will be posted on the City's website under the agenda section. The board meetings for the remainder of 2020 will be held via Zoom.

Upcoming Meetings:

November- 10 a.m. Thursday, Nov. 12

December- 10 a.m. Thursday, Dec. 10