

Warrensburg Convention & Visitors Bureau Minutes

Warrensburg Municipal Center Council Chambers, 200 S. Holden, Warrensburg
Wednesday, December 4, 2019 | 3:30 p.m.

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

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 October 2, 2019 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Whitworth. Abstain: Koenigsfeld; Motion passed.

Minutes of the November 6, 2019 WCVB meeting were considered. Koenigsfeld made a motion to approve the meeting minutes as presented. The motion was second by McTighe. Abstain: Cantrell; Motion passed.

Financial report provided by the WCVB director.

The WCVB Tourism Director presented the annual insurance policy prepared by Mike Keith Insurance. The policy is effective Nov. 17, 2019-Nov. 17, 2020. The policy includes general liability, public officials/directors and officer's liability, property, and automobile coverage for a total premium of \$1,779. The policy is the exact same as the policy issued for the WCVB for the last four years as per Mike Keith. The policy includes Terrorism Risk Insurance Act Coverage for a cost of \$2.00. Total cost is \$1,781. McTighe made a motion to approve the insurance renewal with Mike Keith Insurance including the Terrorism Risk Insurance Act Coverage. The motion was seconded by Cantrell. Passed unanimously.

The WCVB Tourism Director presented the board an opportunity to sponsor the project Paint for a Cause to come to Warrensburg during Burg Fest 2020, held the last weekend in September. The project honoring Missouri's bicentennial celebration in 2021 started making its way around the state in 2019. Thousands of Missourians will help paint a large composite aluminum panel mural featuring Missouri state symbols, including but not limited to the State Capitol building, State flag, and the St. Louis Gateway Arch. The goal is to have a permanent home for the mural in a state office building in Jefferson City. The sponsorship cost would be \$2,500 including room and board for artists Aaron Horrell and Barb Bailey. McTighe made a motion to approve the Paint for a Cause sponsorship of \$2,500 including room and board for Burg Fest 2020. The motion was seconded by Whitworth. Passed unanimously.

The WCVB director's report was provided. Items noted were upcoming office closures due to holidays, update on the RFP for photography services, director's appointment to the Missouri Travel Alliance board, and an update on the WCVB grant program.



The WCVB director asked the board for direction regarding the WCVB cell phone plan with Verizon (660-624-0123). The plan offers limited data and minutes. The cell phone is an older iPhone. The director has asked the IT department to contact Verizon to obtain information regarding our plan options. That information has not been received. The 2019-2020 budget allotted \$60 per month for the cell phone plan. The board in consensus agreed to cancel the WCVB cell phone plan and reimburse the WCVB director \$60 per month for using their personal cell phone for WCVB business.

Emily Crawford from TREO Marketing presented brand concepts. The concepts were developed based on the research and data compiled by TREO Marketing and Carr Strategies. The board reviewed the concepts discussing their preferred brand concept and minor design revisions. TREO Marketing and Carr Strategies will conduct a focus group with potential visitors to get feedback on the brand. The revised brand will be presented for approval at the January 8 WCVB Board meeting. The brand study and development was made possible due to a grant received by the Missouri Division of Tourism.

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.
3. Hiring, firing, disciplining, or promoting of particular employees by a public governmental body when personal information about the employee is discussed or recorded.
12. Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.
13. Individually identifiable personnel records, performance ratings or records pertaining to employees or applicants for employment.

Roll Call

Yes: Cantrell, Koenigsfeld, McTighe, Whitworth and Wirsig

