

WCVB Board Meeting

Meeting: September 10, 2020

Item: Show Me Strong Fund Update

Overview:

At the August WCVB Board Meeting (August 13, 2020), the board approved me to apply on behalf of the WCVB for \$105,500 of Show Me Strong Funds. The application was submitted August 19. I was notified the marketing campaign dates for reimbursement had been revised. All campaigns must end by November 15. A webinar in early August had provided the date of December 31. This date change required revisions to the marketing budget submitted. The amount applied for was revised to \$104,400.

The WCVB was notified of approval of \$104,400 on August 31, 2020. The notification was emailed to the WCVB Board. Through emails with MDT staff, it was learned incorrect information had been given to me regarding the payroll reimbursement. Furlough hours were not eligible. MDT allowed me to revise the budget while staying within the budget of \$104,400.

Madden Media has been working on getting our campaign ready to launch. Three random photo shoots have been held in Crave, Meyers Market and Old Drum Coffeehouse.

Important Dates:

Eligible for reimbursement: March 1-Nov. 15

All reimbursements must be submitted by Nov. 15

Marketing campaigns must conclude Nov. 15

Additional Resources:

Agreement attached