

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.