

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, December 10, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, December 10, 2020 at 10:02 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

Present: Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Scott Thomason, Diane Whitworth, and Mason Wirsig.

Absent: Kelly Brooks and exofficio members Danielle Fesler, Bryan Jacobs and Harold Stewart

The adoption of the agenda was considered. WCVB director noted the agenda had been revised- Madden Media Digital Advertising Agreement had been removed. McTighe made a motion to adopt the agenda with the revision noted. The motion was seconded by Koenigsfeld. Motion passed.

Minutes of the October 8, 2020 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Whitworth. Motion passed.

Minutes of the November 12, 2020 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Wirsig. Motion passed.

Financial report was provided by the WCVB director. As of December 7, 2020, 28% of budgeted expenses have been incurred. The director noted October and November personnel expenses have not been posted as of the date of the meeting. All reimbursement checks have been received from the Show Me Strong Grant totaling \$104,400. As of December 7, the total lodging tax received for FY 20-21 is \$49,674.

WCVB director presented the Missouri Division of Tourism Marketing Matching Grant for Board approval. MDT had notified the WCVB of its eligibility for the grant totaling \$8,663. It is a 90/10 matching, reimbursement grant. The grant must be used for approved advertising completed prior to June 30, 2021. The WCVB has received this grant annually since 2017. The director recommended the Board approve the WCVB to apply for the MDT MMG in the amount of \$8,663. McTighe made a motion that the Board approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by Whitworth. Motion passed.

The WCVB director presented the Board an agreement with Madden Media for digital advertising depending approval of the WCVB's application for the MDT MMG. The digital campaign would run April-May 2021. Included in the campaign would be Facebook/Instagram ads click to site, Facebook/Instagram remarketing and Facebook video distribution. The director recommended the Board approve the agreement for digital advertising services pending approval of the MDT MMG. McTighe made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT MMG. The motion was seconded by Koenigsfeld. Motion passed.

The WCVB director provided her director's report. Items highlighted were a recap of the Show Me Strong Grant, WCVB website update, UCM 150th celebration, Harold Stewart thank you, Visitor Center holiday closures and upcoming meeting dates.

The Board in consensus approved upcoming monthly WCVB Board meetings be held via Zoom through April 2021. This is subject to change, if needed.

There were no appearances by the public.

Meeting adjourned.