

WCVB DIRECTOR'S REPORT
Marcy Bryant, Director of Tourism
January 8, 2021

Missouri Division of Tourism Marketing Matching Grant

The WCVB has been awarded MDT's MMG for \$8,663 for advertising. The grant is a 90% matching reimbursement grant.

The WCVB Board has approved the funds be utilized for a digital campaign running April – May 2021. Facebook and Instagram will be utilized.

The WCVB has received the MMG since 2017, totaling more than \$43,000.

(Amending the action taken by the Board at the December Board meeting will be an item on the January Board meeting. Including the 10% cost for the WCVB was not included on the quote from Madden Media.)

Website

We continue to work with CivicPlus on the website redesign. The goal is to have the redesigned site live spring 2021. We are very appreciative of the City and Mason Floyd allowing the WCVB to participate in discussions regarding the website overall design. I participated in a meeting on Wednesday, January 6 regarding the WCVB's overall design and the options available due to the Board's approval of the ultimate department header package.

The next meeting is Tuesday, February 9. During that meeting the design for the WCVB's site will be previewed.

UCM 150 Celebration in 2021

The WCVB along with the Warrensburg Chamber and Warrensburg Main Street are serving on UCM's Sesquicentennial committee. The three organizations are working together to host events 2021 in collaboration with UCM Alumni and Foundation and other departments/offices to show appreciation to UCM faculty, staff, and students. The celebration's website is **150.UCMO.edu**. It will launch January 2021. A list of events is included on the site.

The WCVB is working with UCM's Office of Integrated and Marketing Communication to assist with the celebration's marketing efforts. The WCVB secured a full-page ad in the January/February 2020 Missouri Life issue bringing awareness to the celebration.

The celebration will also be the spotlight of the January 21 Missouri Life e-newsletter distributed to approximately 40,000. Both ads with Missouri Life have been paid by the WCVB.

There will be additional advertising covered by the WCVB throughout 2021. There are numerous events in the works that will draw alumni and current UCM families to the community throughout the year.

WCVB 2021 Community Grant Program

Information was presented to the Warrensburg Economic Coalition at their November and December meeting. Letters were mailed to past recipients and event venues on Friday, Dec. 11. The press release was distributed on Friday, Dec. 11. Social media posts started Friday, Dec. 11 and will continue until Friday, Jan 29. Past recipients received an email from the WCVB on Tuesday, Dec. 29.

The deadline to apply is Friday, Jan. 29.

The WCVB was contacted by a local 501(c) 6 wanting to apply for the grant for an event in July 2021. Legal counsel was contacted regarding legal ramifications in offering the grant to 501(c) 6 organizations. The finance department has contacted the auditors for their opinion. The grant program is solely funded with tax funds. The Board may be able to revise the criteria for the June application (pending approval of legal counsel, auditors, and the City). I will keep you updated.

Groups: MO County Clerk Association Meeting

Twenty-five community information bags were provided for the Missouri County Clerk Association meeting held in Warrensburg on Friday, December 18. The group was in town for a short lunch meeting.

WCVB Board Meeting

At the December board meeting, the board decided in consensus to continue meeting for the monthly board meeting via Zoom through April 2021. At the end of each meeting the board will discuss if it needs to be changed to in-person. The meeting log in information is featured on the meeting's agenda on the City's website and a separate page has been created on the WCVB's website as well.

Upcoming Meeting Items:

WCVB Grant Applications

RFP for digital services (may be March)

WCVB Board Members Reappointment/Appointment

In 2021, we have several board members whose term expires.

Ginny McTighe

Dana Phelps: Finishing term of Chelsea Cantrell

Diane Whitworth

Mason Wirsig: Finishing term of Cliff Gower

To be reappointed, the online application must be completed. I will be reaching out to those who's term expires to discuss interest in continuing to serve and the application process. Everyone is eligible to reapply. The Mayor will make a recommendation to the Council for approval at a Council meeting in June.

If you know of someone who may be interested in serving, please let them know about the board and give them my contact information.

Closure

The Visitor Center will be closed Monday, Jan. 18 in observance of the Dr. Martin L. King Jr. Holiday.

Announcements will be placed on social media and signage will be on the Center's door.