

**WCVB DIRECTOR'S REPORT**  
Marcy Bryant, Director of Tourism  
February 5, 2021

**Missouri Division of Tourism Marketing Matching Grant 2.0**

The WCVB was notified it is eligible to apply for MDT's MMG 2.0 for \$21,747 for eligible advertising expenses. The grant can only be utilized for advertising expenses approved by MDT. The grant is a 100% reimbursement grant.

The WCVB Board will review the application and agreement for advertising services at the February 11, 2021 Board Meeting.

**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 Thursday, February 11. 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**. 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 and the celebration was highlighted in the Missouri Life E-newsletter on January 21. Both ads were geared to alumni and/or past members of the UCM community promoting upcoming events. Both ads were placed at the expense of 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, December and January meeting. Letters were mailed to past recipients and event venues on Friday, Dec. 11. Past recipients received an email on Tuesday, Dec. 29. The press release was distributed on Friday, Dec. 11 and Tuesday, January 12. Social media posts started Friday, Dec. 11 and continued until Friday, Jan 29.

The deadline to apply was Friday, Jan. 29.

The WCVB Board will be reviewing applications submitted by the deadline at the February WCVB Board meeting in closed session. An announcement on the awards will be made after the applicants have been notified.

### **Groups: UCM Statewide High School Counselor and Community College Advisors**

I was contacted by UCM's Office of Admissions to provide community information bags (25) for the Missouri High School Counselor and Community College Advisors group coming to Warrensburg the week of Feb. 22.

### **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 included on the meeting's agenda found on the City's website and a separate page on the WCVB's website (VisitWarrensburg.com) under the "About" section.

### **WCVB Board Members Reappointment/Appointment**

In 2021, the Board has several board members whose term will expire.

Ginny McTighe

Dana Phelps: Finishing unexpired term of Chelsea Cantrell

Diane Whitworth

Mason Wirsig: Finishing unexpired term of Cliff Gower

The board members have been asked to reapply if they are interested. As per the WCVB Bylaws, the reappointments will need to be made in June. The WCVB new year begins July. Everyone who's term expires is eligible to reapply.

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

### **Training for Partners**

The WCVB is working with Johnson County Economic Development to offer a free training session on social media/online presence in 2021. We are working with the partners to learn what training, method, etc. we can offer to be beneficial to them. I will update once we have specifics.

### **Out of Office**

Visitor Center will be closed Monday, February 15 in observance of President's Day.

I will be out of the office on PTO leave Monday, February. 22.