

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, February, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, February 15, 2021 at 10:05 a.m. with Vice President Scott Thomason presiding. Roll was called as follows:

Present: Kelly Brooks, Ginny McTighe, Scott Thomason, Mason Wirsig and Diane Whitworth; exofficio member Danielle Dulin

Absent: Tom Koenigsfeld and Dana Phelps; and exofficio members Danielle Fesler and Bryan Jacobs

The adoption of the agenda was considered. McTighe made a motion to adopt the agenda as presented. The motion was seconded by Whitworth. Motion passed.

Minutes of the January 14, 2021 WCVB Board meeting were considered. Whitworth made a motion to approve the meeting minutes as presented. The motion was seconded by McTighe. Motion passed.

Financial report was provided by the WCVB director. As of February 5, 2021, 41% of budgeted expenses have been incurred. The director noted January 2021 personnel expenses have not been posted as of the date of the meeting. As of February 5, 2021, the total lodging tax received for FY 20-21 is \$71,101. Total revenue (lodging tax and grants) received as of the meeting date is \$113,139.

WCVB director presented the Missouri Division of Tourism Marketing Matching Grant 2.0 for Board approval. MDT had notified the WCVB of its eligibility for the grant totaling \$21,747. It is a 100% 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 \$21,741. 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 2.0. The digital campaign would run May - June 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 2.0. McTighe made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT MMG 2.0. The motion was seconded by Wirsig. Motion passed.

The WCVB director presented revisions to the WCVB 2021 Community Grant Program. Event organizers are facing uncertainties due to Covid precautions. To continue the mission of the WCVB grant program, the director presented the following revisions:

Grant Application Deadlines: Add March 27, May 28 and July 31; Delete June 25 (Current dates January 29 and June 25); The May and July date are subject to fund availability.

Eligibility: Open to 501c6 and 501c3 nonprofit organizations (Current eligibility is restricted to only 501c3 nonprofit organizations.) This revision has been presented to legal counsel and auditors for approval. Both approved and reminded the WCVB any grant allocation must be tourism related.

McTighe made a motion to approve the revisions as presented to the WCVB 2021 Community Grant Program (application dates and eligibility criteria). The motion was seconded by Whitworth. Motion passed.

The WCVB director presented information regarding the MACVB 2021 Conference April 28-30 in Independence, Missouri. The director serves on the conference committee. The 2020 conference was cancelled. The expense of the director attending was not included in the FY 20-21 budget. MACVB is offering a stipend (Up to \$400) to help offset the cost of attending (travel expense, lodging and registration fee). The stipend would be reimbursed to the WCVB in May. If the conference is cancelled, any fee paid would be refunded to the WCVB. Whitworth made a motion to approve the expense of the WCVB director to attend the MACVB 2021 Conference, April 28-30. The motion was seconded by McTighe. Motion passed.

The WCVB director provided her director's report. Items highlighted were the WCVB website update, UCM 150th celebration, upcoming group: UCM Statewide High School Counselor and Community College Advisors, Visitor Center holiday closures and upcoming meeting dates.

The Board in consensus approved holding the March WCVB Board meeting via Zoom.

There were no appearances by the public or board comments.

Whitworth moved to close part of this meeting pursuant to Section 610.021 of the Revised Statutes of Missouri, relating to:

1. Legal actions, causes of action or litigation involving the City and any confidential or privileged communication between the City and its representatives and its attorneys.
2. Leasing, purchase or sale of real estate where public knowledge might adversely affect the amount paid in the transaction.
12. Documents or any documents related to a negotiated contract until a contract is executed, or all proposals are rejected.

Roll Call

Yes: Brooks, McTighe, Thomason, Wirsig and Whitworth

Absent: Koenigsfeld and Phelps