

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, April 8, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, April 8, 2021 at 10:02 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows:

Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Dana Phelps and Diane Whitworth; exofficio member Danielle Dulin; City Councilmember Scott Holmberg and County Clerk Diane Thompson

Absent: Scott Thomason; and exofficio members Danielle Fesler and Bryan Jacobs

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

Minutes of the February 15, 2021 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Whitworth. Motion passed.

No minutes from March presented. Meeting canceled due to lack of quorum.

Financial report was provided by the WCVB director. As of April 2, 2021, 47% of budgeted expenses have been incurred. As of April 2, 2021, the total lodging tax received for FY 20-21 is \$104,304. Total revenue (lodging tax and grants) received as of the meeting date is \$160,397.

WCVB director presented an agreement with 417 Magazine. The publication contacted the WCVB in February with a special offer including ads in there April and September 2021 Missouri tourism issues. The WCVB had no experience working with the publication. The sales manager offered the WCVB the opportunity to advertise in the April issue at a discounted rate and following a positive experience, the agreement could be presented to the Board for approval. The WCVB director found working with the 417 Magazine staff positive and the piece was very professional. The WCVB director recommended the WCVB Board approve the agreement to include advertising with 417 Magazine in the September 2021 issue. Brooks made a motion that the Board approve the director to sign the agreement with 417 Magazine for a total of \$3,794 (April 2021 and September 2021 issue). The motion was seconded by Koenigsfeld. Motion passed.

The WCVB director presented the Board a proposal to offer internship opportunities this summer. The expense was not included in the 2020-2021 budget. The expense to have two interns this summer is estimated to cost \$6,085. One intern would focus on special projects and the other would focus on the overall duties and responsibilities of the WCVB. McTighe made a motion the WCVB offer two internships this summer at an estimated cost of \$6,500. The motion was seconded by Koenigsfeld. Motion passed.

The WCVB director presented an update on the WCVB 2020-2021 budget. All revenue accounts will need to be increased when the budget is revised. The director noted the expense accounts identified needing revision as of the meeting date: Utilities: Gas (Visitor Center); Communication (Website); Advertising (Grant); Schools and Seminars (MACVB Conference); and Travel-Rooms/Mileage (MACVB Conference). No action needed at this time.

The WCVB director provided her director's report. Items highlighted were the grant program, WCVB website, UCM 150th celebration, presentations, and upcoming projects/closures.

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

There were no appearances by the public or board comments.

Interim City Manager Danielle Dulin provided an update from the City of Warrensburg.

Phelps 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, Koenigsfeld, McTighe, Phelps and Whitworth

Absent: Thomason