

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, May 13, 2021

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, May 13, 2021 at 10:13 a.m. with Secretary Diane Whitworth presiding. Roll was called as follows:

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

Absent: Tom Koenigsfeld and Scott Thomason; and exofficio member Danielle Fesler

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

Minutes of the April 8, 2021 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Brooks. Motion passed.

Financial report was provided by the WCVB director. As of May 11, 2021, 53% of budgeted expenses have been incurred. As of May 11, 2021, the total lodging tax received for FY 20-21 is \$123,429. Total revenue (lodging tax and grants) received as of the meeting date is \$184,214.

WCVB director presented the Missouri Division of Tourism 2022 Marketing Matching Grant for Board approval. MDT had notified the WCVB of its eligibility for the grant totaling \$70,000. It is a 75% matching, reimbursement grant. The grant must be used for approved advertising completed prior to June 30, 2022. 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 \$70,000. Whitworth made a motion that the Board approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by McTighe. Motion passed.

The WCVB director presented the Board an agreement with Madden Media for digital advertising pending approval of the WCVB's application for the MDT 2022 MMG. The digital campaign would run July 2021-June 2022. Cost would be \$87,500. 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 2022 Thompson made a motion to approve the director to sign the agreement with Madden Media pending approval of the MDT 2022 MMG. The motion was seconded by McTighe. Motion passed.

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

The Board in consensus approved holding the June 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, McTighe, Phelps, Thompson and Whitworth

Absent: Koenigsfeld and Thomason