

Warrensburg Convention & Visitors Bureau
Marketing Committee Minutes

10 a.m. Wednesday, December 1, 2021

A meeting of the Warrensburg Convention and Visitors Bureau Marketing Committee was held at via Zoom on Wednesday, December 1, 2021, at 10:09 a.m. Roll was called as follows:

Present: Kelly Brooks (joined 10:20 a.m.), Diane Thompson, and Tom Koenigsfeld

Absent: Dana Phelps

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

The director provided an update on the WCVB's current and past marketing efforts (audiences and platforms). The WCVB utilizes an integrated approach to reach various audiences. Print and digital advertising platforms are being used.

The director presented information regarding the Missouri Division of Tourism Marketing Platform Development Grant Program. The grant would help offset the cost of the Visitor Profile Study identified as Goal 2 in the WCVB's strategic plan. The WCVB has an opportunity to apply for the grant to utilize in 2022-2023 (July 1, 2022-June 30, 2023). The grant is a 50/50 matching, reimbursement grant with a maximum award of \$5,000.

The committee agreed in consensus the tentative plan of action would be effective and should be approved. The WCVB staff will proceed with the goal to apply for the MDT Marketing Platform Grant pending Board's approval. Staff will also work with MDT staff on this project to ensure efforts are not being duplicated and unnecessary costs are not incurred.

Tentative Plan of Action:

Work with MDT staff

Present RFP draft to Marketing Committee in February

Post RFP in March with a submission deadline in April

Present submissions to Committee and Board in April

Apply for MDT Marketing Platform Development Grant in May

Board approve and enter into an agreement for services following grant notification

Project begin July 1, 2022

Complete June 30, 2023 (if not sooner)

The WCVB's Goal 4 to create a marketing plan will be completed following the completion of the Visitor Profile Study.

The next meeting will be scheduled for the first of February.

Meeting was adjourned.

DRAFT