

WCVB Board Meeting

Meeting: February 10, 2022

Item: Strategic Plan Update/Committee Updates

***Exofficio to all Committees as per WCVB Bylaws: Tom Koenigsfeld, WCVB President*

Overview:

Goal: 1-Visitor Center

Visitor Center Committee: Dana Phelps, Diane Whitworth, Danielle Dulin and Jim Kushner

The Committee meets the first Wednesday of the month at 9 a.m. via Zoom.

Committee met Wednesday, February 2, 2022. Draft of minutes attached.

Next Meeting: 9 a.m. Wednesday, March 2 via Zoom

A location has been secured for the Visitor Center, 205 N Holden.

Early Release Option: Apartment tenant has vacated the property. Office tenant is looking to secure a location in the area to relocate to.

Maintenance items are being taken care of as time allows. Two walkthroughs were done in January with potential architects. No plans have been received. Bill Graves, City of Warrensburg project manager, is assisting with the renovation project.

The option to lease per month or as needed at 407A East Russell Ave, Ste. 2 is no longer as the suite has a new tenant as of the end of our lease, May 31, 2022. The Warrensburg Visitor Center will relocate to the Warrensburg Municipal Center until the renovation at 205 N Holden is completed.

Goal 2-Visitor Profile and Goal 3-Marketing Plan

Marketing Committee: Diane Thompson, Kelly Brooks and Dana Phelps

Committee's last meeting was Wednesday, December 1.

WCVB will work to apply for Missouri Division of Tourism Marketing Platform Grant to offset the cost of the Visitor Profile Study. WCVB will work with MDT staff throughout this project.

The Visitor Profile Study will be completed in 2023. After discussing with MDT research staff, we feel it would be best to wait until the impact of Covid has lessened on the tourism industry. It's recommended a visitor profile study be completed every 5-7 years. We will work with Johnson County Economic Development to ensure the research being obtained will assist them as well.

We plan to apply for the MDT Marketing Platform Grant in 2023 to assist with the cost of the study. Currently the reimbursement grant will cover up to \$5,000 of the project's cost.

Parts of Goal 4: Foster Relationships (Grant Program)

Grant: Ginny McTighe and Kelly Brooks

Committee's last meeting was Wednesday, December 1.

First grant application deadline was Friday, January 28, 2022.

Three applications were received. Two-Sports and One-Tourism Marketing. Two applicants were past recipients, and one is a new applicant. Maximum award for Sports Grant is \$1,500 and Tourism Marketing is \$2,000

Provided community information to the Warrensburg School District for military families upon enrollment in the district.

Provided community information to the City of Warrensburg to provide to job candidates.

Ongoing: Contact the area's largest employers to inquire if we can provide community information to them as well.

Goal 5-Financial Stability/Sustainability

Finance: Ginny McTighe and Diane Whitworth

Committee's last meeting Wednesday, December 1.

No update.

Staff will work with the Committee and City Finance Department to draft financial goals for the organization and a financial procedure manual. The goals will be presented to the Board for approval.