

**WCVB DIRECTOR'S REPORT**  
Marcy Barnhart, Director of Tourism  
February 7, 2022

**Upcoming Projects/Events/Groups**

**Blind Boone Symposium**

The WCVB will be working on a self-guided Blind Boone Tour in our area for attendees to take during the symposium in October. We will reach out to several organizations to assist. We will get feedback from those who participated in the tour and make any needed revisions before promoting generally on the Visit Warrensburg website and social media platforms.

**Spirit Trail**

I have a meeting scheduled later this month with David Peerbolte and Sallie Ashe regarding promotion of the Spirit Trail.

**Skyhaven Airport**

Benjamin West, airport manager, and I will be meeting soon to discuss area tourism and the airport. We have been working to get a time to get a meeting on the calendar!

**Missouri Travel Alliance Education Committee**

I was appointed to the MTA Education Committee. The committee meets via Zoom throughout the year to organize two educational workshops (April and November).

**Missouri Association of Convention and Visitors Bureau**

I was appointed to the MACVB Conference Planning Committee. The conference will be held June 6-8, 2022. The committee meetings will be held via Zoom.

*The WCVB is a member of MACVB.*

**Social Media**

The Small Town + Big Soul campaign has wrapped up. We spent \$134 promoting the different spotlights. This had tremendous reach. The feedback was very positive. Noah Sweeney spearheaded the project. We learned a lot during this project. We're working to building upon it in the future. We will launch another campaign later this spring.

A big thank you to all those who participated: Erica Collins, Coach John Culp, Pastor Terrence Moody, Bruce Uhler, Dr. Amber Clifford-Napoleone, Schick Family and David Pearce.

**Grant Update**

**MDT Grant Program:**

The MDT Second Quarter MMG Reimbursement request was submitted for \$15,717 on Friday, January 27, 2022.

The MDT MMG 2022-2023 application deadline is May 27, 2022. The WCVB is eligible to apply for up to \$25,000.

**WCVB 2022 Grant Program:**

The WCVB Board will review and approve awards at the February Board meeting in closed session. Three applications were received for the January review period. Two applications were for the sports grant, and one was for the tourism marketing grant. Two of the applicants were past recipients and one was a new applicant.

### **Training/Meetings-Out of Office**

I will be out of the office the below dates:

Wednesday, February 9 MO Tourism Capital Day: Central Region

PTO: February 22 and March 7-9

The Visitor Center will be closed for the upcoming holidays:

Monday, February 21 in observance of President's Day

### **Missouri Division of Tourism Road Show Meetings**

MDT is bringing back the road shows!! I am planning to attend the session on Thursday, March 24 in St. Joseph. If you would like to attend, please advise. WCVB will cover the cost of registration.

### **Division of Tourism Hosting Road Show Meetings**

The Missouri Division of Tourism will hold a series of meetings across the state in February and March that focus on Missouri's tourism industry.

Learn more about the significant impact tourism has on Missouri's economy, the state's efforts to increase tourism, and what's ahead in 2022.

The Missouri Tourism Road Show meetings will be held from 8 a.m. to noon:

- Feb. 24: Popular Bluff
- Feb. 25: Ste. Genevieve
- March 3: Hannibal
- March 4: Washington
- March 10: Joplin
- March 11: Springfield
- March 24: St. Joseph
- March 25: Lake of the Ozarks

Choose the date and location that works best for you. Registration is \$15 per person and includes a continental breakfast.

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### **2022 WCVB Board Meetings**

In 2022, the WCVB Board Meetings will be held in-person quarterly and by Zoom in-between. Information regarding the meetings can be found on the City's and WCVB's websites. The in-person meetings will be held at the Municipal Building in the Council Chambers.

The Board meets the second Thursday of the month at 10 a.m.

2022 Meeting Schedule:

<b>In-Person</b>	<b>Zoom</b>
January	February
April	March
July	May
October	June
	August
	September
	November

	December
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