

## WCVB Board Meeting

**Meeting:** March 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, March 2.

Next Meeting: 9 a.m. Wednesday, April 6 via Zoom

A location has been secured for the future home of the Warrensburg Visitor Center, 205 N Holden.

**Early Release Option:** The office tenant emailed they have may have secured a location to relocate to. Their goal is to vacate the space in April but will confirm as soon as possible. As soon as I know I will forward the confirmation to the Board.

Two proposals for professional design services for the renovations at 205 N Holden have been submitted. They will be presented to the Board for review and approval at the March Board Meeting. City Project Manager Bill Graves will be attending to answer any questions the Board may have.

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. Local moving companies will be contacted for pricing and availability information. The goal is to move items not needed immediately to the apartment space at 205 N Holden. This will eliminate the need to secure interim storage space.

#### Goal 2-Visitor Profile and Goal 3-Marketing Plan

**\*\*No Update**

**Marketing Committee:** Diane Thompson, Kelly Brooks and Dana Phelps

Committee's last meeting was January 28.

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. The next upcoming deadline is Friday, April 29, 2022.

Tourism Marketing Grant were awarded to the John William Boone Heritage Foundation-Blind Boone Symposium. Sports Grant was awarded to the Johnson County Cancer Foundation Golf Tournament and the Blaine Whitworth Foundation-Golf Tournament.

Provided community information bags to all first-grade students in the Warrensburg School District. Provided community information to the Warrensburg Chamber of Commerce to distribute to incoming personnel at WAFB.

Restocked community information for distribution at City Hall.

Ongoing:

Working with Skyhaven Airport Manager Benjamin West to promote the airport along with our lodging options to area employers.

A meeting is being scheduled with a representative with the Warrensburg Arts Commission.

WCVB was recently invited to join the Love What's Local Committee! The committee consists of Warrensburg Chamber of Commerce, Warrensburg Main Street and the City of Warrensburg.

#### Goal 5-Financial Stability/Sustainability

**Finance:** Ginny McTighe and Diane Whitworth

Committee's last meeting Wednesday, December 1.

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.

Work on the FY 22-23 Budget will begin April/early May.