

WCVB Board Meeting

Meeting: May 12, 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, May 4

Next Meeting: Will be Rescheduled

205 N Holden: future home of the Warrensburg Visitor Center!

The property is vacant.

M Design has presented a preliminary draft of the renovation of the property at 205 N Holden. The design was presented to the Committee and will be presented for approval to the Board at the May Meeting.

The Warrensburg Visitor Center closed to the public Tuesday, April 26 at the property at 407A East Russell Ave, St. 2, and reopened to the public on Wednesday, May 4 at 200 S. Holden. A come and go style open house is being planned for 9-10 am Wednesday, May 25. WCVB Communication Coordinator Noah Sweeney will be overseeing the event.

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 second deadline was Friday, April 29, 2022. The grant deadline has been publicized through social media, KOKO 1450 AM, Star Journal, Warrensburg Chamber Flash and the Johnson County Economic Development e-newsletter. An email was sent to prior applicants/recipients.

**One application was received for the April review period. The event did not meet grant qualifications. WCVB staff will work with the event organizers to provide support.

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 soon! The budget will be presented to the Board for review in July and for approval in August. This will also include the FY 21-22 Revised Budget.