

WCVB Board Meeting

Meeting: August 11, 2022

Item: Strategic Plan Update/Committee Updates

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

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, July 6

Next Meeting: 10 am Wednesday, September 7 via ZOOM

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

The property is vacant.

Draft of the upper-level layout was presented.

Goal 2-Visitor Profile and Goal 3-Marketing Plan

Marketing Committee: Diane Thompson, Kelly Brooks and Dana Phelps

Both projects have been approved for funding assistance through the Missouri Division of Tourism Marketing Platform Development grant.

Parts of Goal 4: Foster Relationships (Grant Program)

Grant: Ginny McTighe and Kelly Brooks

Communicated via email.

No applications submitted by the Friday, July 29 deadline.

Goal 5-Financial Stability/Sustainability

Finance: Ginny McTighe and Diane Whitworth

Working on the budgets (21-22 REVISED and 22-23)

As of August 8, 2022

FY 21-22 Revisions:

Revenue Items of Note:

Rentals (Tenants vacated prior to end of agreement)

Expense Items of Note:

Full Time Wages (Increase approved by Board after budget approved)

- FICA
- Lagers (Retirement)

Maintenance & Repair Supplies (205 N Holden)

Contractual Non-Categorized (Early Release of 205 N Holden tenant)

**Renovation of 205 N Holden St.!

FY 22-23 Budget:

Revenue Items to Note:

- Grants-State (\$68,750-Matching Marketing Grant & Marketing Platform Development Grant)
- Retail (\$1,500)

Expense Items to be included:

- Part-Time Wages
 - (Regular Part-Time employee and possibly an intern or another part-time employee)
- Renovation of 205 N Holden St
- Visitor Profile Study & Marketing Plan (MDT Marketing Platform Development Grant)
- Utilities at 205 N Holden will be an estimate-different use than prior tenant
- Software-POS system
- Retail Items for POS