

WCVB Board Meeting

Meeting: March 9, 2023

Item: Strategic Plan Update/Committee Updates

(Committee appointments made August 11, 2022)

***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.

Last meeting Feb 1; March meeting cancelled due to lack of agenda items.

*205 N Holden Update included on Board agenda as separate item.

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. The director submitting information as requested by Madden Media to start on the projects including budgets, past advertising efforts and more.

*Visitor Profile Study included on Board agenda as a separate item.

Parts of Goal 4: Foster Relationships (Grant Program & Sponsorship Program)

Grant: Ginny McTighe and Kelly Brooks

Grant Program revisions were approved at the WCVB Board Meeting January 12. Staff worked to publicizing the revisions and the grant application deadline. Prior applicants and past recipients were contacted. Staff continues to promote upcoming application deadlines via social media and press releases to local media.

Three sports grants awarded in the Feb review:

- Blaine Whitworth Foundation Go Big or Go Home Golf Tournament
- Big Brothers Big Sisters of Johnson County Cornhole Tournament
- Johnson County Cancer Foundation Golf Tournament

Next application deadline is Friday, March 31.

The information for the sponsorship program has been sent via press release, social media posts and direct emails from director to nonprofits.

Goal 5-Financial Stability/Sustainability

Finance: Ginny McTighe and Diane Whitworth

Financial policies and procedures are in draft form. Committee will review following City Finance's review. All policies will come before the board for review/approval.