

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, June 9, 2022

A meeting of the Warrensburg Convention and Visitors Bureau was held by Zoom on Thursday, June 9, 2022 at 10:02 a.m. with President Tom Koenigsfeld presiding.

Roll was called as follows:

Present: Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Diane Thompson (arrived 10:07 am) and Diane Whitworth; exofficio members Jim Kushner, Danielle Dulin (arrived 10:06 am) and Danielle Fesler

Absent: Kelly Brooks and Scott Thomason

Guests: Sara Lawson, Star Journal

The adoption of the agenda was considered. McTighe made a motion to adopt the agenda as presented. The motion was seconded by Koenigsfeld. Motion passed.

Minutes of the May 2022 WCVB Board meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Whitworth. Motion passed.

Financial report was provided by the WCVB director.

As of June 2, 2022, 75% of budgeted expenses have been incurred.

As of June 2, 2022, the total lodging tax posted for FY 21-22 is \$192,639. Total revenue (lodging tax and grants) posted as of the meeting date is \$228,119 (57%). The expense category saw a substantial increase due to the expense of purchasing 205 N Holden being transferred from the 2020-2021 budget to the current budget (2021-2022). The check was cut prior to October 1, 2021, but the paperwork to purchase the property was not completed until October 4, 2021. This will be reflected in the 2021-2022 revised budget presented to the Board.

Board was asked to note June transfers had not been posted as of the date of the report. The financial report reflects the budget revisions approved October 14, 2021 for FY 21-22. The director noted the FY 21-22 budget will need to be revised to reflect the decrease in revenue from the lease of the office and apartment at 205 N Holden, the salary increase of the director's pay and the decrease in part-time staff expenses.

The WCVB director presented the 2023 Search Engine Marketing program with Madden Media. Missouri Division of Tourism provides the 100 percent matching program. The WCVB has participated since 2016. The program is first-come, first-served. Madden contacted the WCVB and stated due to the increase in funds by the Missouri Division of Tourism, the increase would be possible. Staff recommends the board approve the 2023 SEM agreement with Madden Media for \$750 a month. McTighe made a motion to approve the director to sign the agreement with Madden Media for the SEM program at \$750 per month (July 2022-June 2023). The motion was seconded by Phelps. Motion passed.

WCVB director presented revisions to the Missouri Division of Tourism 2023 Marketing Matching Grant for Board approval. MDT notified the WCVB it is now eligible for \$50,000 due to the increase of funding in MDT's budget for the cooperative marketing program. The Board was asked by the director to approve the revision allowing the director to apply for \$50,000 with the overall budget being \$100,000. The budget will remain a 50/50% matching. The grant would be utilized for digital marketing with Madden Media.

McTighe made a motion that the Board modify the motion made May 12 and approve the director to apply for the grant on behalf of the WCVB. The motion was seconded by Whitworth. Motion passed.

The WCVB director presented the Board a revised agreement with Madden Media for digital advertising pending approval of the WCVB's application for the MDT 2023 MMG. The digital campaign would run July 2022-June 2023. Expense would be \$100,000 with MDT reimbursing for \$50,000. Included in the campaign would be Facebook/Instagram ads click to site, Facebook/Instagram remarketing, Facebook video distribution, Google remarketing and prospecting, Tik Tok and Trip Advisor. The director recommended the Board approve the revised agreement for digital advertising services pending approval of the MDT MMG 2023. McTighe made a motion to approve the director to sign the revised agreement with Madden Media pending approval of the MDT 2023 MMG. The motion was seconded by Phelps. Motion passed.

The WCVB director updated the board on the WCVB committee's and progress on the WCVB's strategic plan.

The WCVB director's report was given. The director discussed upcoming projects and meetings. An update on the WCVB grant program and the Missouri Division of Tourism grant program (2021-2022 and 2022-2023) was provided. The Board was reminded of important upcoming dates for the WCVB.

City Manager Danielle Dulin provided an update on behalf of the City of Warrensburg.

The Board was reminded of the Board meeting schedule. The July meeting may need to be revised to ensure quorum. The Board will be surveyed and notified if a revision is needed.

No other items were presented.