

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Wednesday, July 1

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Wednesday, July 1, 2020 at 10:06 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Scott Thomason, and Mason Wirsig; and exofficio members Bryan Jacobs and Harold Stewart; Absent: Diane Whitworth and exofficio member Danielle Fesler.

The adoption of the agenda was considered. Brooks made a motion to adopt the agenda. The motion was second by McTighe. Motion passed.

Minutes of the June 11, 2020 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was second by Brooks. Motion passed.

Financial report provided by the WCVB director.

The director presented the directors report.

Burg Fest is still on the calendar. Main Street held a meeting via Zoom Friday, June 9 to discuss the event and provide an overview. Burg Fest was awarded a WCVB Tourism Marketing Grant for 2020.

The Visitor Center is open 1-4 p.m. Monday-Friday. We've not had a problem with social distancing as of the date of the report. The number of visitors has been very minimal since opening Monday, June 15.

UCM is tentatively planning on hosting Orientation in-person the end of the month. They have made several changes to the event's agenda. The Mule Mall will not be held. We will not have a table with Main Street and the Chamber to distribute community information. We hope to have an opportunity to distribute this information after the semester kicks off. I will be attending each session to welcome the parents and provide a brief overview of our area.

UCM's Center for Integrated Marketing reached out to the WCVB for assistance with community information. The information will be used in a marketing piece for those interested students/parents visiting campus. We provided community highlights and images.

The budget has been the number one priority since the June meeting. The budget draft will be presented to the board for first review in the meeting. The final budget is tentatively scheduled to be presented for approval at the August WCVB board meeting.

No miscellaneous items or public comments were presented.

Sine Die

A special meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Wednesday, July 1, 2020 at 10:15 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Scott Thomason, and Mason Wirsig; and exofficio members Bryan Jacobs and Harold Stewart; Absent: Diane Whitworth and exofficio member Danielle Fesler.



The adoption of the agenda was considered. Brooks made a motion to adopt the agenda. The motion was second by Wirsig. Motion passed.

The election of officers for 2020-2021 was held as follows:

Koenigsfeld was nominated for president by Wirsig. The motion was second by Brooks. Motion passed.

Thomason was nominated for vice-president by Wirsig. The motion was second by Koenigsfeld. Motion passed.

Wirsig was nominated for treasurer by Koenigsfeld. The motion was second by McTighe. Motion passed.

Whitworth was nominated for secretary by Koenigsfeld. The motion was second by Wirsig. Motion passed.

The director presented the first draft of the 2020-2021 budget for review.

Current balance: \$313, 480 (as of April 2020 bank reconciliation)

FY 19-20 ending balance: \$300,000 (projected)

FY 20-21 starting balance: \$300,000

FY 20-21 revenue: \$142,831

FY 20-21 expense:(\$166,101)

FY 20-21 projected ending balance: \$276,730

*\$23, 270 will be utilized from reserve to balance the budget.

The budget is tentatively scheduled to be presented for approval at the August WCVB Board meeting.

The director presented the Missouri Division of Tourism's grant program. The grant is a reimbursement grant. The WCVB would utilize the funds for a mix of print and digital advertising. The deadline is Wednesday, July 15. The board was asked to approve the WCVB application for the MDT's Marketing Matching Grant not to exceed \$21,500. McTighe made the motion the WCVB apply for the MDT's Marketing Matching Grant not to exceed \$21,500. The motion was second by Koenigsfeld. Motion passed.

There were no additional items or comments presented.

Meeting adjourned.

