

Warrensburg Convention & Visitors Bureau Minutes

Via Zoom

10 a.m. Thursday, August 13, 2020

A meeting of the Warrensburg Convention and Visitors Bureau was held via Zoom on Thursday, August 13, 2020 at 10:01 a.m. with President Tom Koenigsfeld presiding. Roll was called as follows: Present: Kelly Brooks, Tom Koenigsfeld, Ginny McTighe, Dana Phelps, Diane Whitworth and Mason Wirsig; Absent: Scott Thomason and exofficio members Danielle Fesler, Bryan Jacobs and Harold Stewart.

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

Minutes of the July 1, 2020 WCVB meeting were considered. McTighe made a motion to approve the meeting minutes as presented. The motion was seconded by Brooks. Phelps and Whitworth abstained. Motion passed.

Financial report provided by the WCVB director. As of August 6, 2020, 58% of budgeted expenses have been incurred. The lodging tax for July 2020 was down 25% from collections in July 2019. Total lodging tax collected in 2020 is \$201,106.

The director presented the Show Me Strong Destination Marketing Organization funding program available from the Missouri Division of Tourism. The WCVB is eligible for \$105,501. Eligible expenses include payroll, marketing, PPE for events, and safety measures for the Visitor Center. Expenses must have incurred March 1-November 15. Applications are due August 20. All reimbursement requests must be submitted by November 15. The director recommends the board approve the WCVB to apply for \$105,501. The reimbursement breakout is tentatively \$42,678-payroll, \$61,856-marketing, and \$967-PPE for Visitor Center. The director noted the breakout is subject to change as per MDT's direction. Wirsig made a motion to approve the director to apply for Show Me Strong funding on behalf of the WCVB for up to \$105,501. The motion was seconded by Brooks. Motion passed.

The director presented an agreement with Madden Media for advertising services utilizing funds made possible through the Show Me Strong program. Madden Media would provide digital marketing services including Facebook, Instagram, and Google ads. The total cost is \$49,997.26. The director recommended the board approve the director to sign an agreement with Madden Media for digital marketing services not to exceed \$49,997.26 pending approval of the Show Me Strong funds. McTighe made a motion to approve the director to sign the agreement with Madden Media for marketing services pending approval of Show Me Strong funds. The motion was seconded by Koenigsfeld. Motion passed.

The director presented an agreement with Missouri Life for advertising services utilizing funds made possible through the Show Me Strong program. Missouri Life would provide two print ads and digital ads using their Facebook page, website, and e-newsletter. The total cost is \$7,234. The director recommended the board approve the director to sign an agreement with Missouri Life for advertising services not to exceed \$7,234 pending approval of the Show Me Strong funds. Brooks made a motion the director sign an agreement with Missouri Life for advertising services pending approval of Show Me Strong funds. The motion was seconded by Koenigsfeld. Motion passed.

The director presented a draft of the revised 2019-2020 budget to the board. The 2019-2020 budget was revised at the May 2020 WCVB Board meeting. Since May, the lodging tax collected has been higher than projected. Pending approval of the Show Me Strong funds, the grant line item will now include one reimbursement (payroll). The two revenue accounts are the only revisions being recommended by the director.

830-51905 Lodging Tax

Current Budget \$206,182; Revised \$241,107

830-52220 Grants

Current Budget \$23,000; Revised \$55,933

Wirsig made a motion to approve the 2019-2020 revised budget as presented by the director. The motion was seconded by McTighe. Motion passed.

The director presented a draft of the 2020-2021 budget to the board. The 2020-2021 budget draft presented at the July 2020 WCVB Board meeting was revised extensively due to the Show Me Strong fund announcement. The budget presented is a balance budget with \$239, 873 revenue and \$239,873 in expenses. The revenue includes lodging tax projected at \$166, 733, grants projected \$71,600 (pending approval of Show Me Strong Funds) and interest at \$1,500. The director provided details regarding each expense category. Koeingsfeld made a motion to approve the 2020-2021 WCVB Budget as presented. The motion was seconded by McTighe. Motion passed.

The director presented the board a proposal to provide face masks to area nonprofits hosting events in the Warrensburg area. The proposal stipulates the nonprofit and event must follow the same criteria as the WCVB Community Grant program. Due to Covid-19, the WCVB has only processed \$845 of the \$5,000 budgeted in community grants. The cost of the masks would be incurred in the 2019-2020 Budget. The total cost would be no more than \$600. The nonprofit would receive up to three boxes of 50 masks. The face masks would be available on a first-come, first-serve basis. The nonprofit would be required to complete a simple form showing its plan to offer a safe event for volunteers and participants. The form will also declare the WCVB accepts no liability for the event. McTighe made a motion the WCVB offer face masks (up to three boxes) for nonprofits to use for public events to assist with the safety of volunteers and participants. The motion was seconded by Brooks. Motion passed.

The director provided her director's report. Items highlighted were an update on the Visitor Center, UCM partnership, visitor guide and the WCVB Community Grant program.

There were no appearances by the public.

Meeting adjourned.