

# Warrensburg

## MISSOURI

### Chamber of Commerce & Visitors Center

To: Warrensburg Chamber of Commerce Board of Directors  
Warrensburg City Council  
Convention and Tourism Advisory Board

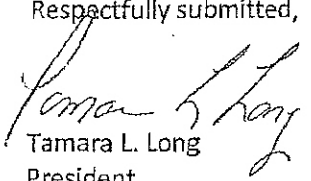
Ref: Direction of the Convention and Tourism Advisory Board

- December 16, 2011 a study session was held with the Chamber of Commerce, Convention and Tourism Advisory Board and members of City Council. The focus of the meeting was to determine the direction for the Tourism Advisory Board in relationship to sports tourism and marketing the community.
- Specific notes from the meeting are located at Attachment 1 to this document.
- The group in general discussed how our community can meet the challenge of promoting sports tourism, utilizing the Sports Tourism Task Force as appointed by City Council in May of 2009, and incorporating the tourism initiatives as defined by the Convention and Tourism Advisory in their 2010 – 5 year Marketing Plan.
- One recommendation presented is to add two members to the Convention and Tourism Advisory Board from the Sports Tourism Task Force.
- Those present discussed a variety of scenarios of what this board make up would become.
- Several questions have come up since this meeting that need to be addressed:
  - Where does the authority for the Sports Tourism Task Force rest?
  - Does all authority feed back to City Council? If so then why the need to increase the CTAB membership when council can already determine the direction the CTAB is to take?
  - Would increasing the task force membership leave out Parks and Recreation, UCM, R-VI Warrensburg School District, YES, and other sporting venues in the community? If so would this promote the team work that is needed to develop sports tourism in our community?
  - Contracts and pricing need to be agreed upon in order to recruit sporting events to our community, who would be the final signing authority for the contracts and determine the pricing for fields, courts, pools, etc...
  - Who would be the contracting authority for maintenance work, equipment, concession stand use, and sporting officials?
- If the CTAB is to be increased as proposed the flow chart would look something like this:
  - Convention and Tourism Advisory Board – Amended City Ordinance #3334
  - Membership includes seven members. Three members appointed by the Mayor with the consent of the city council, two members being appointed by the Chamber of Commerce and two members appointed by Sports Tourism Task Force Chairman,

(although I am not sure this person has the authority to appoint someone) with at least one member from each appointing body from the city and the chamber being from the hotel or motel industry when possible.

- o The Chamber of Commerce would be the contractual organization to oversee the expenditures of the funds, hire staff, and operate the visitor center for the Warrensburg Community.
- o The Chamber of Commerce would also secure the contract with the County of Johnson to serve as the destination marketing organization for the county in order to secure funds from the Missouri Division of Tourism.
- In conclusion I recommend we continue with the discussion on this issue. All organizations represented are moving in the same direction towards sports tourism we just need to work out the details for the best use of the limited funds available.

Respectfully submitted,



Tamara L. Long  
President

Encl.