



## JCVB Advisory Board Meeting

### Minutes

January 21, 2020

Attendees: Chair: Kevin Greim, Co-Chair: Miranda Comer, Denise DuBois, Bob Kluth, Traci Palmer, and Jeremy Nienkamp

Absent: Crystal Albright, Bob Kluth, Erin Slifka, Lynn Weathers, and Mike Greninger

Staff: Patrick Tuttle and Kerstin Landwer

Guests: Clifford Wert, Connect2Culture

Location: Joplin City Hall, 5<sup>th</sup> Floor Informal Chamber

I. Chair Greim called the meeting to order at 3:18 p.m.

#### II. Approve of December 2019 Minutes:

Ms. DuBois made a motion to accept the December 2019 minutes, seconded by Mr. Nienkamp, unanimously approved -- 6 in favor, 0 against, 5 absent.

#### III. Follow Up on Proposed Changes to CVB AB:

Chair Greim opened discussion around items #3 and #4 of the proposed changes from the October meeting and tabled at the December meeting. Chair Greim requested any specific questions from the board that he could share with City Attorney, Peter Edwards to get clarity. Chair Greim explained that he had contacted Mr. Edwards regarding the board's deeper dive into the two items prior to the January meeting. Mr. Edwards requested the Mr. Greim provide specific question(s)/points that the board would like clarification on. Mr. Edwards preferred providing this information in writing. Chair Greim went through item #3 and each sub item within.

The conclusion was reached that there was no clarity needed for item 3a. There was some discussion of the board's current process regarding item 3b. Mr. Kluth asked for some clarification from Mr. Tuttle. Mr. Tuttle summarized the board does have the authority to create its own bylaws; such as detailed structure for conducting meetings and voting, etc., but has never chosen to create such a detailed process. He expressed that the board can, at any time do so, but in the past has chosen not to. Mr. Tuttle concluded the Board does follow several years of precedence in how it conducts its business.

Discussion moved to item 3c. Ms. Comer asked if Chair Greim would be providing the opportunity for those board members not present, to contribute to this discussion. He advised he would send an email to all board members with this information/request. Ms. Dubois offered that the board was already fulfilling all items within # 3 (3a, 3b, 3c, and 3d), and have been doing so in past instances. She expressed she didn't understand why this (item 3) was a sticking point for moving the proposal forward. Ms. Comer offered an agreement in that the board was conducting all points of item #3 as well, but felt the items was not

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included in the proposal forwarded to City Council because the proposal was coming from this board, and this board did not need clarification on #3.

Ms. Dubois gave the example of the recent need to fill the JCVB DOS position, and how the board was advised and offered feedback during the process. Mr. Tuttle offered that perhaps the question surrounding item #3 was stemming from the group meeting between past Chair Wilson, JSA, and SWMLA representatives. More specifically, clarity within 3c – as it applies to the JSA. He offered that he felt communication was open between the CVB and JSA, and as Mr. Greninger had mentioned in past discussion, should JSA ever require additional funding, the CVB could provide from allocated funding. Mr. Nienkamp asked if there were any items within #3 that we collectively felt clarify was needed. Chair Greim stated that he would like some clarity on 3d. Ms. Comer asked if we did feel that, after receiving a response from Mr. Edwards, the board did feel that a change needed to be made, could we at that point request revision of the actual code. Chair Greim offered he would share with us all questions he received prior to this meeting.

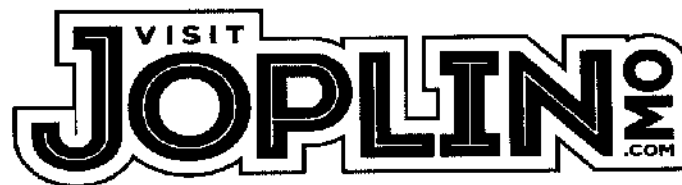
Discussion moved to item #4 of the proposal. Once interpretation is received, Chair Greim offered, then we (the board) could move forward with any actual changes. This request for information from Mr. Edwards was to see if we needed further detail.

Not hearing any specific questions surrounding #4, Chair Greim stated that he would compile all information discussed today, along with the actual codes, in one email to provide easier access to this information. He would send this out in advance of our scheduled February meeting.

## **REFRESHER:** From the December 2019 minutes:

3. THE JCVB AB BE ALLOWED TO PERFORM ITS REQUIRED DUTIES AS SPECIFICALLY STATED IN THE MUNICIPAL CODE. THESE INCLUDE:
  - a) AUTHORITY TO ELECT THEIR OWN OFFICERS. *SEC. 30-271.*
  - b) AUTHORITY TO CREATE ITS OWN RULES AND REGULATIONS AS IT DEEMS NECESSARY FOR ITS OPERATION. *SEC. 30-272.*
  - c) ABILITY TO FULFILL ITS DUTY TO PROVIDE THE RECOMMENDATION TO THE CITY MANAGER AND THE CITY COUNCIL ON THE ALLOCATION OF THE FUNDS. *SEC. 30-273 (A) AND SEC. 30-257 (B1).*
  - d) ABILITY TO FULFILL ITS DUTY TO PROVIDE THE RECOMMENDATION TO THE CITY MANAGER AND THE CITY COUNCIL VARIOUS METHODS, INCLUDING EMPLOYMENT OF PERSONNEL OR PROCUREMENT OF CONTRACTUAL RELATIONS, IN ORDER TO PROMOTE TOURISM, CONVENTIONS, AND OTHER RELATED ACTIVITIES. *SEC. 30-273 (B).*
4. THE CITY SEEK AN OPINION FROM AN INDEPENDENT HIGHER LEGAL AUTHORITY WITH MUNICIPAL GOVERNMENT BACKGROUND TO INTERPRET SEC. 30-273 (A), SEC. 30-257 (B1), AND SEC. 30-273 (B) TO RESOLVE THE DIFFERENCES IN HOW THEY ARE CURRENTLY BEING INTERPRETED. THIS DETERMINATION WILL BE ACCEPTED BY ALL AFFECTED PARTIES.

**Motion:** Items #3 in total and #4 were tabled until a meeting with the City Attorney can be arranged. Such meeting, attended by the entire board, would be to learn his interpretation of these items within the structure of the Municipal Code to clarify member misunderstandings or misinterpretations once and for all.



**IV. Revision to Board Member Term of Service:**

Mr. Tuttle provided a spreadsheet with all current board members showing existing term dates, and new proposed dates. He explained the City Clerk's office is revising the term dates for all City Boards & Commissions to align term expirations to the months of December or June. The change to assist City Council in future board & commission appointments. For the CVB AB this adjust the current issue for 2024 when seven members would term off. The changes also mean only one hotel will leave in a year vs. the current calendar of losing two in the same year Mr. Tuttle advised the board they may receive some information from the City Clerk regarding the date revisions.

**V. Memorial Hall/Ewert Park RFP in the news:**

Mr. Tuttle explained the storm water tax is coming up for renewal, and how those funds are currently allocated/used. The discussion of a proposal to conduct a usage study regarding Memorial Hall and Ewert Park was recently in the news. He stated RFPs to conduct the studies is being put together. He explained the goal is to get specific information on Memorial Hall uses and renovations, and possible enhancements to boost Ewert Park. He mentioned that at the last Council meeting, a Council member did ask if the proposal sent by the JCVB regarding the tourism feasibility study would conflict, duplicate, or compliment this proposed study. Mr. Tuttle stated though there would be a little overlap, they scoop of work would be different from these and ours.

Mr. Nienkamp inquired where funding would be coming from for these RFPs. Mr. Tuttle advised they are in the Parks Department budget for FY2020. They would not impact the CVB budget.

Mr. Tuttle addressed Mr. Wert to add any additional input from his perspective; he spoke before council regarding the Memorial hall study. Mr. Wert agreed that the Connect2Culture arts project would support synergy and finding a way to respect the historical status of Memorial Hall. He offered the study surrounding Memorial Hall was more of a quality of life matter, versus a "heads in beds" tourism study the CVB AB is proposing. Mr. Wert offered concluded the Memorial Hall enhancement could potentially increase tourism, as enhancements would increase the ability to draw different audiences. Mr. Tuttle will keep the board advised as these move forward.

**VI. Grand Falls Wayfinding & Tri-State Marker Improvements:**

Mr. Tuttle informed of efforts to coordinate wayfinding signage to reach the Grand Falls and making the Tri-State marker more visitors appealing. He described the process for getting these projects in motion, and what the new Tri-State Marker would look like. He has held meeting with the MoDOT, Newton County Commissioners, Joplin Special Roads, and Redings Mills trustees – those who have jurisdiction over the roadways to the Falls. Mr. Nienkamp asked if the wayfinders were to increase traffic to Grand Falls, would there be a greater need for a better parking structure. Mr. Tuttle responded the initial answer is "no", but that has been an on-going discussion. Missouri American Water is the owner of the falls while the City of Joplin maintains the roadways. The wayfinding is primarily to help guests reach "our #1 destination" more easily.

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As for the Tri-State marker, Mr. Tuttle is working with the Downstream Development Authority (Quapaw Tribe). The effort would be to make the current marker more appealing to visitors and the road leading to it more conducive to bus tours.

Mr. Tuttle stated he'll keep the board apprised as more details and cost are compiled.

## VII. Other Business:

In other business, Mr. Tuttle referred the board to the request for funding from Ozark Christian College/Athletics. He referenced an email the board received in advance of the meeting detailing the request and showing the ROI. The event March 10-14, NCCAA Basketball Tournament being held on the campus. The request is for \$3,000. Joplin Sports Authority is a co-sponsor of the event and providing \$7,000. Mr. Tuttle was seeking the board's approval before moving forward.

Members present reviewed the details and from discussion recalculated the ROI figures that were provided. Instead of under \$900 in lodging tax generated from the event it was refigured to be over 500 room nights, resulting in over \$3,000 in tax generated.

Chair Greim added that if this was a request the board received during the regular grant process, that an event that generated over 500 room nights would be highly considered. Ms. Landwer asked if the board agreed to the request, could we designate the funding would be used for the banquet, and could the JCVB/Visit Joplin receive recognition for this. Adding marketing Visit Joplin at the banquet would be a great benefit. The board agreed and felt this was a great suggestion. Mr. Tuttle noted to make this request to the contact at OCC, and Ms. Landwer would work on the marketing piece. The board agreed to provide funding, and a motion was made to "Award OCC \$3,000 for the NCCAA Basketball Tournament, designated for the banquet, and with Visit Joplin being showcased. Motion to approve was made by Mr. Nienkamp, and a second by Mr. Kluth, unanimously approved - 6-0-5.

In additional other business, Mr. Tuttle referred the board to a copy of the Fiscal Year 2020 budget. Discussion and review of this document took place, with Chair Greim asking for more detail surrounding the airport subsidy line. Mr. Tuttle offered that the funds were allocated to anticipate fully paying this subsidy. Mr. Nienkamp ask if this would be a reoccurring fee/subsidy. Mr. Tuttle advised this was a one-time fee to jump start the addition of the Chicago flight.

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VIII. A motion was made to adjourn by Ms. Palmer, with a second from Mr. Kluth. Unanimously approved.  
Meeting adjourned at 4:18pm.

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Submitted respectfully, Secretary Comer.

A handwritten signature in cursive script, appearing to read "Kevin Greim", written over a horizontal line.

Kevin Greim  
Chairman

A handwritten signature in cursive script, appearing to read "Miranda Comer", written over a horizontal line.

Miranda Comer  
Secretary