



**Minutes of the January 27, 2022
Regular Meeting of the Memorial Hall Citizens Committee**

Call to Order

The regular meeting of January 27, 2022, of the Memorial Hall Citizens Committee was called to order by Chairman Harrington at 4:04 pm.

Roll Call

Citizens Committee					City Staff		Chamber Staff		
X	Brad Belk	X	Lori Haun	X	Richard Russell		Paul Bloomberg	X	Tony Robyn
X	Sharon Beshore	X	Jhan Hurn	X	Michael Sanders		Carla Bond	X	Erin Slifka
	Chalise Cooper	X	Shelly Kraft		Mark Thomas		Nick Edwards	X	Tonya Sprenkle
X	Audie Dennis		Neil Lamont		Damien Tiregol	X	Leslie Haase		
X	Josh DeTar	X	Fred Palmer		Warren Turner	X	Lynn Onstot		
X	Pete Hall		Dustin Parker			X	Patrick Tuttle		
X	Bob Harrington		Dan Pekarek						

X = present

Approval of Minutes

Motion by Jhan Hurn, seconded by Richard Russell to approve the January 20, 2022, minutes. Motion passed.

Discussion of Public Communications

Public Information Officer Lynn Onstot asked for an update on the task sheets that were handed out at the previous meeting. Several were turned in, some members who missed the last meeting asked for them. She needs them back as soon as possible to start pulling individual work groups together.

Chairman Harrington updated the group that the “ask” was made this week for the Chamber to support the bond effort, and the board voted in favor of supporting and being involved.

Chairman Harrington asked Joplin Chamber of Commerce Vice-President Tonya Sprenkle to provide additional update from the Chamber meeting and go through the marketing strategy. She confirmed that the Chamber Board is behind the bond issue and the JACC PAC Business for a Better Joplin will serve as the marketing arm of the effort.

VP Sprenkle estimated the budget for the campaign will be \$15,000 with funds going towards yard signs, mailers and postage, and print, digital and electronic media. She stressed to the group the two immediate needs were raising the funds and determining locations for yard signs. The funds

were necessary to purchase the printed materials and to start buying airtime and ad space. Compiling a list of yard sign locations will be important for placing the signs and maintaining them, roughly during the three weeks leading up to the vote.

Donations can be made directly to the Chamber (320 E. 4th Street, Joplin, 64801) in care of “Better Joplin”. The donations committee is Ms. Sprenkle, Ms. Beshore, Mr. Dennis, and Mr. DeTar. Ms. Kraft offered to compile the list of yard sign locations and those can be sent via email to SKraft@KraftIns.com.



Additional discussion related to electronic signs, mailing lists from previous campaigns, meetings with organization and civic groups, and fact sheets for in-person discussion. It was suggested reaching out to past users of Memorial Hall to gain their support and vote.

A question was asked about the committee having materials other than just yard signs. PIO Onstot said she is finishing the FAQ sheet. Finance Director Leslie Haase said the Memorial Hall slide deck was finished and has been approved for use. The Chamber's Marketing and Public Relations Manager Erin Slifka said the Chamber materials would be available soon to include both print and digital materials. She suggested the members pull the digital ads and post to their own social platforms when that part of the campaign begins.

Mr. Harrington stated that the next meeting would be in 2 weeks and that meeting will be devoted to crafting "the message" for the campaign.

Set Next Meeting

The next meeting will be February 10, 2022, at 4:00 pm at City Hall, 5th Floor - Council Chambers.

Adjourn

With no further business to come before the committee, Chairman Harrington adjourned the meeting at 4:47 pm.

Submitted,

Patrick Tuttle