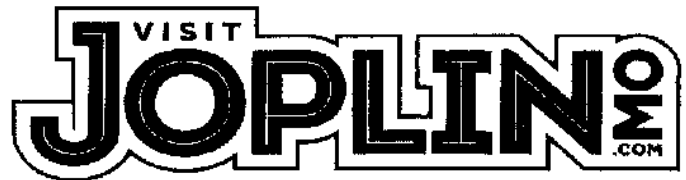


Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

417. 625.4789

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JCVB Advisory Board Meeting

Minutes

February 18, 2020

Attendees: Chair: Kevin Greim, Co-Chair: Miranda Comer, Sec: Crystal Albright, Denise DuBois, Erin Slifka, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, Mike Greninger, and Councilwoman Melodee Colbert-Kean

Absent: Bob Kluth

Staff: Patrick Tuttle and Kerstin Landwer

Guests: James Heaney, George Washington Carver National Monument, and Denim Butts, Hilton Home2

Location: Joplin City Hall, 5th Floor Informal Chamber

I. Chair Greim called the meeting to order at 3:02 p.m.

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

Ms. Palmer made a motion to accept the January 2020 minutes, seconded by Ms. DuBois, unanimously approved -- 9 in favor, 0 against, 1 absent.

III. **Follow Up on Proposed Changes to CVB AB (Items #3 & 4):**

Following correspondence between Chair Greim and City Attorney Peter Edwards, the chairman presented to the board members a working document to further discuss proposals #3 & #4. See Atch 1. The FINAL board actions on all seven (7) proposals is Atch 2.

ITEM #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).**

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

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Motion: Item #3 in total was tabled until a meeting with the City Attorney to learn his interpretation of these items within the structure of the Municipal Code to clarify member misunderstandings or misinterpretations.

- Following a meeting as motioned the board will consider what action, if any to take on all the items.

Motion by Mr. Greninger, seconded by Mr. Nienkamp. Vote to table was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

FROM THE FEBRUARY 18, 2020 CVB AB MEETING MINUTES

a) **AUTHORITY TO ELECT THEIR OWN OFFICERS. SEC. 30-271.**

- The Advisory Board elects' officers every year at the December meeting.

Motion: No Change to this practice.

Motion by Ms. Comer, seconded by Ms. DuBois. Vote was 9-0-1 – 9 in favor – 0 opposed – 1 absent.

b) **AUTHORITY TO CREATE ITS OWN RULES AND REGULATIONS AS IT DEEMS NECESSARY FOR ITS OPERATION. SEC. 30-272.**

- The CVB AB current does not have By-Laws.

Motion: To form a sub-committee of three (3) board members and one (1) CVB staff member to draft CVB AB by-laws.

Motion by Mr. Greninger, seconded by Ms. Palmer. Vote was 8-1-1 – 8 in favor – 1 opposed (Comer) – 1 absent.

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).**

- 30-273 (A) pertains to the first 2% of the tax collected and creates the operations of the CVB.
- 30-257 (B1) pertains to the second 2%, which carries the specific voter intent to, *include managing the funds to promote sports marketing for regional, national, and international sporting events, beautification of entryways into the city, special events, such as displays, festivals or celebrations intended to attract visitors from the region to the city.*
- CVB purchases or allocations of funds in excess of \$5,000 or any item requiring city council approval come before the CVB AB in advance.
- The CVB AB reviews the budget involving the above codes except for (*funds to promote sports marketing*) the Joplin Sports Authority budget.

Motion: To fulfill City Code Sec. 30-257 (b1), as originally voted in by the citizens of Joplin, and as oversight of the entire expenditure of funds generated from the Lodging Tax, the CVB AB request to review the Joplin Sports Authority budget annually, in a timely manner so that the CVB AB can make any such recommendation to the CM/Council by July 31*. This is in line with how the CVB AB currently provides input on the distribution of the special event grant funds and entry-way beautification.

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Motion by Ms. Comer, seconded by Mr. Nienkamp. Vote was 8-1-1 – 8 in favor – 1 abstained (Greninger) – 1 absent.

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).

- City Attorney Edwards' interpretation of this section is that the CVB AB can suggest contracted services or personnel - consultants, third-party services, etc. It does not mean the CVB AB is involved in any hiring or firing decisions regarding full-time CVB (City) staff. This is the responsibility of the City Manager. The CVB AB can make recommendation to the City Manager.

Motion: Make no changes to the wording of this code. The CVB AB should make recommendations to the City Manager when necessary.

Motion by Ms. Palmer, seconded by Mr. Nienkamp. Vote was 9-0-1 – 9 in favor – 0 opposed – 1 absent.

ITEM #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.

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #4 was tabled until a meeting with the City Attorney to learn his interpretation of these items within the structure of the Municipal Code to clarify member misunderstandings or misinterpretations.

- Following a meeting as motioned the board will consider what action, if any to take on all the items.

Motion by Mr. Greninger, seconded by Mr. Nienkamp. Vote to table was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

FROM THE FEBRUARY 18, 2020 CVB AB MEETING MINUTES

- If this proposal implies the Missouri Attorney General opine on this, the initiating request must be from locally elected state official. The City's lobbyist, providing consultation, stated that for such an investigation, there would need be serious concerns and evidence of malpractice or misinterpretation.
- There are years of precedence with how the CVB AB has been guided by City Code. There have been no challenges over the years, plus a financial audit of the City from three years ago found no wrongdoing related to how the lodging tax is or has been allocated or spent. The currently, and previous city attorneys have provided the same basic interpretation - Chuck Brown, Brian Head, and Peter Edwards.

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- If "seeking a higher legal authority" means hiring a law firm which specializes in municipal government law, there would be considerable time and expense in such an endeavor. There would also have to be legal case law in existence to establish such an opinion or ruling.

Motion: Take no action on seeking a higher legal authority on these interpretations of the city code.

IV. Follow Up on Proposed Changes to CVB AB (Timeline):

Mr. Nienkamp presented a fundamental timeline from obtaining State Legislative Approval, through concept development and a vote of the citizens to opening the doors of a tourism venue. The suggested timeline assumes positive actions leading into the late 2020 legislative calendar. Atch 3.

V. Follow Up on Proposed Changes to CVB AB (Item #7):

Mr. Tuttle informed the board of email conversations with consultants who would be possible candidates to CONDUCTS A VALID TOURISM FACILITY DEVELOPMENT STUDY. He has received a few replies but will forward a culmination prior to the march meeting.

VI. Budget Update:

Mr. Tuttle provided the board with a summary of the FY2020 budget to date.

VII. Other Business:

Mr. Greninger asked the CVB had been in contact with Steve Houser regarding the Red Rhino fireworks display. Ms. Landwer stated she has emailed him to set up an appointment for the 2020 event.

VIII. A motion was made to adjourn by Mr. Greninger, with a second from Ms. DuBois. Unanimously approved. Meeting adjourned at 4:08 p.m.

##

Submitted respectfully, Secretary Albright,

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

Kevin Greim
Chairman

A handwritten signature in black ink, appearing to read "Crystal Albright", written over a horizontal line.

Crystal Albright
Secretary

VP

3 Attachments:

Atch 1 – Chair Greim's working document for proposals #3 & #4

Atch 2 – Final motion & votes of all seven (7) proposed changes

Atch 3 – Draft timeline for Tourism Venue development (Mr. Niekamp)

3. JCVBAB be allowed to perform its required duties as specifically state in the municipal code:

a) Authority to elect their own officers.

30-271: The city council hereby establishes an advisory board to be known as the convention and visitors advisory board, consisting of 11 members, with four members to be from the motel/hotel industry, one member to be from the restaurant business, one member to be from the Joplin Area Chamber of Commerce (chamber), one from the media or advertising profession, one from area attractions, one from retail, and two members to be at large. Members shall be appointed by the mayor, with their appointment to be confirmed by the city council. The chamber member shall be the President of the Joplin Area Chamber of Commerce or his/her designee who shall be subject to confirmation of the council. Any such designee shall be an employee or board member of the chamber. All members shall be appointed for a term of three years. The members of the chamber may serve more than two consecutive terms. The board shall elect from its membership a chairman, vice-chairman, and secretary.

We have this authority already.

We will vote on whether or not we as a Board feel this needs additional action.

b) Authority to create its own rules and regulations as it deems necessary for its operation.

30-272: The convention and visitors advisory board may adopt rules and regulations as it deems necessary and expedient for purposes of operation of the board.

We have this authority already. Per Patrick, we can't change city policy but can suggest precedent. If we want our own by-laws, we can make them, but they will deal primarily with how our meetings are run. We are an advisory board, not a governing board.

We will vote on whether or not we as a Board feel this needs additional action.

c) Ability to fulfill its duty to provide the recommendation to the City Manager and the City Council on the allocation of the funds.

30-273 (A): The board shall annually, not later than July 31 of each year, recommend to the city manager and to the city council appropriate, desirable expenditures for the funds generated from the tax levies under this division. In recommending use of the funds, the board shall consider the most appropriate use of the funds to promote tourism, conventions and other related activities in the city, and the city manager shall submit to the city council his comments with recommendations that the funds are appropriate concerning the use of funds to promote tourism, conventions and other related activities.

Note: this code pertains to the first 2%.

30-257 (B1): The convention and visitors advisory board shall establish a procedure wherein the board shall annually, not later than July 31 of each year, recommend to the city manager and to the city council the appropriation of the funds described herein. In recommending the use of the funds, the board shall consider the most appropriate use of the funds to promote sports marketing for regional, national, and international sporting events, beautification of entryways into the city, special events, such as displays, festivals or celebrations, intended to attract visitors from the region to the city.

and other related activities in the city designed to promote the city and its features as a destination for outside visitors and tourists

Note: this code pertains to the second 2%.

In my discussion with Peter Edwards, he said JSA used to be under the CVB which is why it is in the municipal code. A contract between the City Council and JSA moved them structurally under the City Council, with funding at 20% of the second 2%. The next contract increased that funding to 30%.

His opinion is that the JSA budget should be open to review by anyone, including the CVB AB, should we would like to review it.

We as a Board must answer: Do we want to examine the JSA budget? If so, why do we want to examine the budget? Do we simply want to do so for the sake of knowledge? Do we want to make recommendations to the City Council pertaining to their budget and the use of the tourism dollar thereof?

We will need to vote on a course of action. The practical courses would be to either, A) Determine that the line in the code pertaining to sports marketing is no longer a concern of the CVB AB since there exist a contractual agreement between City Council and JSA that removes us from that portion of the funds, or B) We submit to City Council that we want to annually examine the JSA budget and make any such recommendation (annually) to the CM/Council by July 31st, as we now do with distribution of the grant funds.

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.

30-273 (B): The board shall recommend to the city manager and city council various methods, including employment of personnel or procurement of services through contractual relations, in order to promote tourism, conventions and other related activities

Peter Edwards' interpretation of this is that we can suggest contracted services or personnel - consultants, third-party services, etc. It does not mean that we make hiring or firing decisions on full-time staff. The City Manager hires city personnel. He also said that we can recommend a Director, but this code does not allow for us to hire the director.

We need to look at this by dividing between staff and services. First, regarding staff, if there is an opening for the Director, the CVBAB would meet with the City Manager to look at job description, etc. and the Board could make a recommendation but would not make the hire. The CM would determine any additional involvement of the CVB AB in the screening/interviewing process.

Secondly, regarding services, the current practice is that if the contracted service is at a substantial amount of money (anything the Director would have to go to City Council for approval), the Director makes the Board aware and asks for our approval. If the contracted service is of a low dollar amount, the general practice is that the Board does not necessarily

need to be made aware. Our charge is advising on matters of tourism not governing the day-to-day operations.

That said, do we as a Board see any reason for the wording in the code to be changed?

We will vote on whether we as a Board feel this needs additional action.

4. The City seek an opinion from an independent higher legal authority with municipal government background to interpret sections of the code to resolve the differences in how they are currently being interpreted.

30-273 (A): The board shall, annually, not later than July 31 of each year, recommend to the city manager and to the city council appropriate, desirable expenditures for the funds generated from the tax levies under this division. In recommending use of the funds, the board shall consider the most appropriate use of the funds to promote tourism, conventions and other related activities in the city, and the city manager shall submit to the city council his comments with recommendations that he finds are appropriate concerning the use of funds to promote tourism, conventions and other related activities.

30-257 (B1): The convention and visitors advisory board shall establish a procedure wherein the board shall annually, not later than July 31 of each year, recommend to the city manager and to the city council, the appropriation of the funds described herein. In recommending the use of the funds, the board shall consider the most appropriate use of the funds to promote sports marketing for regional, national, and international sporting events, beautification of entryways into the city, special events, such as displays, festivals or celebrations intended to attract visitors from the region to the city, and other related activities in the city designed to promote the city, and its features, as a destination for outside visitors and tourists.

30-273 (B): The board shall recommend to the city manager and city council various methods, including employment of personnel or procurement of services through contractual relations, in order to promote tourism, conventions and other related activities.

If we take this to mean that we want the Missouri Attorney General to opine on this, it must be initiated by a locally elected state official; likely our state senator or one of the state representatives. Consultants have told us for them to initiate this request, there would have to be serious concerns and evidence of malpractice or misinterpretation.

There are years of precedence with how the CVB AB has been guided by City Code. There have been no challenges over the years, plus a financial audit of the City from three years ago found no wrongdoing related to how the lodging tax is or has been allocated or spent. Previous city attorneys have all had the same basic interpretation; Chuck Brown, Brian Head, Peter Edwards.

If "seeking a higher legal authority" means hiring a law firm which specializes in municipal government law, there would be considerable time and expense in such an endeavor. There would also have to be legal case law in existence to establish such an opinion or ruling.

Either way, the question we have to ask ourselves is, do we think there is anything in the way these codes are being administered, or the way they are being interpreted, that would lead us to believe we need to go down either of these roads?

We will need to take a vote on whether we want to recommend to City Council to seek a higher legal authority on these interpretations.

Motions, Votes and Action regarding the proposed changes to Joplin Convention & Visitors Bureau Advisory Board from the October 2019 meeting, as voted upon by the CVB AB at their December 17, 2019 and February 18, 2020 meetings

PROPOSAL #1: THE JCVB AB SHOULD BE REDUCED TO 9 BOARD SEATS WITH 4 OF THOSE SEATS REMAINING DEDICATED TO HOTELIERS. *SEC. 30-271.*

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #1 be forwarded for council's consideration as written.

- The current board is made of 11 members. If this change is approved, it is recommended to attrite two (2) members as their terms expire (one in 2020 and one in 2021), unless vacated early. The future board would include 4 hoteliers, 1 chamber rep, 1 restaurant rep, 1 at-large.
- One of the two existing at-large positions would be eliminated. It was not determined by this vote which of the existing positions; media, attraction or retail would be eliminated to bring the count to 9 members.

Motion by Mr. Greninger, seconded by Mr. Kluth. Vote was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

PROPOSAL #2: THE JOPLIN AREA CHAMBER OF COMMERCE BOARD SEAT SHOULD BE RETURNED TO ITS PRE-2009 REQUIREMENTS AND THAT THE INDIVIDUAL APPOINTED TO THAT SEAT MUST BE HELD TO THE SAME LIMITS AND REQUIREMENTS AS THE OTHER BOARD SEATS. *SEC. 30-271.*

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #2 be forwarded for council's consideration to return the Chamber position back to the same term limitations as all other board members. The placement of the existing Chamber representative did comply with how this seat was filled in the past, but the language in the Joplin Municipal Code (*Sec. 30-271*) requires a change to secure this practice in the future.

- *The chamber member shall be the President of the Joplin Area Chamber of Commerce or his her designee who shall be subject to confirmation of the council. Any such designee shall be an employee or board member of the chamber. All members shall be appointed for a term of three years. The member of the chamber may serve more than two consecutive terms.*

The board shall elect from its membership a chairman, vice-chairman, and secretary:

- It is recommended that the second to last line, "*The member of the chamber may serve more than two consecutive terms.*" should be stricken and that person follow the same terms as all board members.

Motion was made by Mr. Greninger, seconded by Mr. Nienkamp. Vote was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

PROPOSAL #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).*

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #3 in total was tabled until a meeting with the City Attorney to learn his interpretation of these items within the structure of the Municipal Code to clarify member misunderstandings or misinterpretations.

- Following a meeting as motioned the board will consider what action, if any to take on all the items.

Motion by Mr. Greninger, seconded by Mr. Nienkamp. Vote to table was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

FROM THE FEBRUARY 18, 2020 CVB AB MEETING MINUTES

- a) AUTHORITY TO ELECT THEIR OWN OFFICERS. *SEC. 30-271.*
 - The Advisory Board elects' officers every year at the December meeting.

Motion: No Change to this practice.

Motion by Ms. Comer, seconded by Ms. DuBois. Vote was 9-0-1 – 9 in favor – 0 opposed – 1 absent.

b) **AUTHORITY TO CREATE ITS OWN RULES AND REGULATIONS AS IT DEEMS NECESSARY FOR ITS OPERATION. SEC. 30-272.**

- The CVB AB current does not have By-Laws.

Motion: To form a sub-committee of three (3) board members and one (1) CVB staff member to draft CVB AB by-laws. The Chair will appoint members to the sub-committee.

Motion by Mr. Greninger, seconded by Ms. Palmer. Vote was 8-1-1 – 8 in favor – 1 opposed (Comer) – 1 absent.

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).**

- 30-273 (A) pertains to the first 2% of the tax collected and creates the operations of the CVB.
- 30-257 (B1) pertains to the second 2%, which carries the specific voter intent to, *include managing the funds to promote sports marketing for regional, national, and international sporting events, beautification of entryways into the city, special events, such as displays, festivals or celebrations intended to attract visitors from the region to the city.*
- CVB purchases or allocations of funds in excess of \$5,000 or any item requiring city council approval comes before the CVB AB in advance.
- The CVB AB reviews the budget involving the above codes except for (*funds to promote sports marketing*) the Joplin Sports Authority budget.

Motion: To fulfill City Code Sec. 30-257 (b1), as originally voted in by the citizens of Joplin, and as oversight of the entire expenditure of funds generated from the Lodging Tax, the CVB AB request to review the Joplin Sports Authority budget annually, in a timely manner so that the CVB AB can make any budget recommendation to the CM/Council by July 31st. This is in line with how the CVB AB currently provides input on the distribution of the special event grant funds and entry-way beautification.

Motion by Ms. Comer, seconded by Mr. Nienkamp. Vote was 8-1-1 – 8 in favor – 1 abstained (Greninger) – 1 absent.

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).**

- City Attorney Edwards' interpretation of this section is that the CVB AB can suggest contracted services or personnel - consultants, third-party services, etc. It does not mean the CVB AB is involved in any hiring or firing decisions regarding full-time CVB (City) staff. This is the responsibility of the City Manager. The CVB AB can make recommendation to the City Manager.

Motion: Make no changes to the wording of this code. The CVB AB, through the Chairman should make recommendations to the CM when necessary.

Motion by Ms. Palmer, seconded by Mr. Nienkamp. Vote was 9-0-1 – 9 in favor – 0 opposed – 1 absent.

PROPOSAL #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.

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #4 was tabled until a meeting with the City Attorney to learn his interpretation of the items within the structure of the Municipal Code to clarify member misunderstandings or misinterpretations.

- Following a meeting as motioned the board will consider what action, if any to take on all the items.

Motion by Mr. Greninger, seconded by Mr. Nienkamp. Vote to table was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

FROM THE FEBRUARY 18, 2020 CVB AB MEETING MINUTES

- If this proposal implies the Missouri Attorney General opine on this, the initiating request must be from locally elected state official. The City's lobbyist, providing consultation, stated that for such an investigation to be undertaken, there would need be serious concerns and evidence of malpractice or misinterpretation.
- There are years of precedence with how the CVB AB has been advised regarding City Code. There have been no challenges over the years, plus a financial audit of the City from three years ago found no wrongdoing related to how the lodging tax is or has been allocated or spent. The current and previous city attorneys have provided the same basic interpretation - Chuck Brown, Brian Head, and Peter Edwards.

- If “seeking a higher legal authority” means hiring a law firm which specializes in municipal government law, there would be considerable time and expense in such an endeavor. There would also have to be legal case law in existence to establish such an opinion or ruling.

Motion: Take no action on seeking a higher legal authority on these interpretations of the city code.

Motion by Mr. Greninger, seconded by Ms. Slifka. Vote was 9-0-1 – 9 in favor – 0 opposed – 1 absent.

PROPOSAL #5: NOMINATIONS FOR OPEN JCVB AB SEATS MUST BE RECOMMENDED TO THE CITY COUNCIL BY THE JCVB AB.

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #5 was forwarded for council's consideration as written.

- The board desires a voice in filling vacancies on the advisory board to assure it continues to advance tourism interest.

Motion by Mr. Greninger, seconded by Mr. Greim. Vote was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

PROPOSAL #6: AN INDUSTRY ACCREDITED PERFORMANCE REPORTING PROCESS BE IMPLEMENTED FOR BOTH THE CVB AND THE JSA AND IS TO BE MADE AVAILABLE TO THE PUBLIC ON A MONTHLY, QUARTERLY, AND ANNUAL BASIS.

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #6 was forwarded for council's consideration as written.

- It is recommended that the CVB and JSA share tourism software that makes their jobs more efficient, track leads, communicates better with the hotel partners and can evaluate ROI.

Motion by Mr. Greninger, seconded by Mr. Nienkamp. Vote was 10-0-1 -- 10 in favor – 0 opposed – 1 absent.

PROPOSAL #7: THE CITY CONDUCTS A VALID TOURISM FACILITY DEVELOPMENT STUDY PERFORMED BY AN ACCREDITED INDUSTRY PROFESSIONAL TO DETERMINE THE VIABILITY OF VARIOUS TYPES OF TOURISM FACILITIES. THIS STUDY SHOULD PRIORITIZE THESE POTENTIAL PROJECTS BASED ON THE RETURN ON INVESTMENT, ECONOMIC, AND TOURISM IMPACT. THE STUDY IS TO BE REVIEWED AND APPROVED BY THE JCVB AB FOR RECOMMENDATION TO THE CITY MANAGER AND CITY COUNCIL. THEIR RECOMMENDATIONS AS TO THE TYPE OF TOURISM FACILITY AS A RESULT OF THIS

STUDY WILL BE SUPPORTED BY THE THREE ORGANIZATIONS PREVIOUSLY MENTIONED.

FROM THE DECEMBER 17, 2019 CVB AB MEETING MINUTES

Motion: Item #7 seeks city council's support for the CVB advisory board to form a 10-member Tourism Feasibility Committee made of two members each from the CVB, JSA, Lodging Association and Parks & Rec boards, plus two members at-large, to write an RFP, interview candidates, select a provider, then conduct a Tourism Venue Feasibility Study to determine the best tourism venue(s) that would serve the Joplin market, to include but not limited to type of venues, potential locations, funding sources, private/public partnerships, operation costs and short and long-term sustainability, to include prioritization based on the return on investment, and economic and tourism impact. This study would be completed in CY2020.

Following this study, the committee would report the findings to council to include a Plan of Action and Timeline. Funding for this study would come from the CVB budget and/or tourism reserve fund.

Motion by Mr. Greninger, seconded by Mr. Greim. Vote was 10-0-1 -- 10 in favor -- 0 opposed -- 1 absent.

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