

Joplin Convention & Visitors Bureau

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VisitJoplinMO.com



JCVB- Advisory Board Meeting

Minutes

February 20, 2018

Attendees: Chair: Mike Wilson, Sec: Miranda Comer, Denise DuBois, Bob Kluth, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, and Mike Greninger

Absent: Co-Chair: Kevin Greim, and Ginger LaMar

Staff: Patrick Tuttle, Erin Slifka, and Donna Miller

Guest: Jim Heaney and Randall Becker, George Washington Carver National Monument, and Lori Haun, Downtown Joplin Alliance

Location: Joplin City Hall, 5th Floor, Informal Chamber

I. Chair Wilson called the meeting to order at 3:03 p.m.

II. Approve of Minutes:

No previous minutes.

III. Past Chair Recognition:

Chair Wilson recognized past Chair DuBois with a small gift of appreciation for 2-years as board chair.

IV. Joplin CVB 30th Anniversary Planning:

Mr. Tuttle informed the board that this June 1st marks the 30th anniversary since the start of the CVB. Staff is putting together plans for events, news releases and promotional materials to mark the milestone.

Two related events in the planning phase are hosting the May 4th Wine Share, in partnership with the Historic Preservation Commission, and co-hosting the May 17th Third Thursday, which will also coincide with National Tourism Week. Tourism stakeholders will be invited to participate in the Third Thursday with us. Other events and promotional materials are being considered.

V. Marketing name change to Visit Joplin:

In keeping with a national trend of tourism destinations referring to themselves with actionable names. Mr. Tuttle informed the board of the bureau's desire, in conjunction with the June 1st anniversary events, to begin formally referring to the CVB as "Visit Joplin" in all marketing and communications. The Visit Joplin branding has been in use for almost a year with great success. All formal business transactions will continue as City of Joplin, Convention & Visitors Bureau.



VI. Joplin Visitor Center:

One of the findings from the Independent Tourism Study is to develop a greater Visitor Center presence. The Study references that both downtown and near the Hotel District are vital catch points for guests. Mr. Tuttle explain a few options he has been exploring.

- Retail space in the hotel district is very expensive to rent and the CVB could not go it alone. A partnership with a strip mall owner or related property manager would need to be made to off-set expenses. As new development occurs in/around the hotels the CVB should have discussion with developers to see what affordable arrangements could be made.
- In speaking with Missouri Division of Tourism, who manages the Visitor Center at mile 1 on I-44, they would consider moving to exit 8, nearer the hotels, in partnership with the CVB, but any such move would have to be at the same level of expenses they current incur and no greater.
- A possible downtown option would be to purchase the building immediately to the south of City Hall. This 2-story structure was a consideration for city staff in 2005, but has not been evaluated since then. The location and historic factor are worth exploring.

After some discussion Mr. Tuttle told the board he would continue examining options.

VII. Geneva Outdoor Event Space:

Mr. Tuttle shared a concept for outdoor event space he and Ms. Slifka have been exploring. Along Geneva Avenue, just east of 24th and Range Line is contaminated land that for several years has been in remission from its days as the site of the International Paper's creosote plant. This would be a good, accessible location for an outdoor event space. A concept drawing shown to the board would be a concrete parking space designed to accommodate 80-100 semi-trucks. The primary design would be to handle the Missouri Trucking Association's annual convention and safety training. Built for their needs would, A) create a space for multiple outdoor use from trucking, car and motorcycle events to outdoor markets and art fairs, and B) provide an on-going space for driver safety training.

After some discussion Mr. Tuttle explain this is only conceptional and would require several factors to fall in line to happen. In discussion with trucking, automotive and motorcycle event organizers, they agree a multitude of events could be created from such an event space.

No board action was taken.



VIII. Update on Independent Tourism Study:

Following the separate board and city council work sessions with Ms. Zimmerman from Design Workshop on February 12th, several board members as well as members from council suggested it would be more impactful if she could return to make the final presentation. Mr. Tuttle informed the board that extending the existing contract would cost around \$4,500. It was agreed this should be pursued and target the March 19th council meeting for the final report and recommendations.

IX. Having no further business before the Board, Chair Wilson adjourned the meeting at 3:59 p.m.

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Respectfully submitted by secretary Ms. Comer.

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

Mike Wilson
Chair

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

Patrick Tuttle
JCVB Director