

Joplin Convention & Visitors Bureau

502 S. Main, Joplin, Missouri 64601

417 625.4789

VisitJoplinMO.com



JCVB- Advisory Board Meeting Minutes March 20, 2018

Attendees: Chair: Mike Wilson, Co-Chair: Kevin Greim, Denise DuBois, Bob Kluth, Ginger LaMar, Lynn Weathers, Jeremy Nienkamp, and Mike Greninger

Absent: Sec: Miranda Comer and Traci Palmer

Staff: Patrick Tuttle, Carrie Puffinbarger and Donna Miller

Guest: Becky Zimmerman, Design Workshop and Randall Becker, George Washington Carver National Monument

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

I. Chair Wilson called the meeting to order at 11:02 a.m.

II. **Approval of February 12th work session, and February 20th regular meeting minutes:**

Ms. LaMar motion to accept, Ms. Weathers second, unanimously approved 8-0-2.

III. **Final Report of Independent Tourism Study:**

Ms. Zimmerman from Design Workshop walked the board through the final report of the Independent Tourism Study, mostly focusing on the Recommendations Section and the questions asked of her and the Study at the city council meeting the night before. Board discussions covered, the final report, Competitive Market Study and Working Group Reports, and what "next steps" the board should be taking.

All steps need to be measured against the objectives from the Study to: 1) Improve visitor experiences, 2) Increase visitations (more visits, longer stays, visit more frequently), and 3) Capture more visitor spending.

Chair Wilson thanked Ms. Zimmerman and her team for a great study. There was discussion amongst the members to keep the door open for her to return to facilitate planning meetings as they move the project forward.

IV. **Next Steps:**

1) At the April board meeting begin the task of identifying specific Uses and User of a Conference Center. Understanding the basic design and amenities a Center would need, and who some of the primary conferences and events the CVB would seek to use it.

Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

417.625.4789

VisitJoplinMO.com



- 2) In discussion about the measures to increase the lodging tax to help fund/support any future tourism brick & mortar development, it was asked, "What is the first logical step?" Mr. Tuttle explained that the City would need to ask for the state legislature for Enabling Legislation (a statute) to allow for a tax above 5%. The City is currently at 4% and could go to 5% with only a positive vote of the people. Any effort to go above 5% would first require legislation that allows for it, followed by a vote of the public.

Mr. Greninger motioned that staff start the process to define the proper language and timeframe to have the enabling legislation passed, Ms. DuBois second, unanimously approved 8-0-2.

- IX. Having no further business before the Board, Chair Wilson adjourned the meeting at 12:32 p.m.

###

Respectfully submitted by Mr. Tuttle for Secretary Comer.

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

Mike Wilson
Chair

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

Patrick Tuttle
JCVB Director