



JCVB- Advisory Board Meeting

Minutes

April 17, 2018

Attendees: Chair: Mike Wilson, Co-Chair: Kevin Greim, Sec: Miranda Comer, Denise DuBois, Bob Kluth, Lynn Weathers, Traci Palmer, and Mike Greninger

Absent: Ginger LaMar, and Jeremy Nienkamp

Staff: Director: Patrick Tuttle, Erin Slifka, Carrie Puffinbarger and Donna Miller

Guest: Taylor Cunningham, COJ, and Jim Heaney, George Washington Carver National Monument

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

I. Chair Wilson called the meeting to order at 3:00 p.m.

II. **Approval of March minutes:**

Mr. Greninger motioned to accept, Ms. Weathers second, unanimously approved 8-0-2.

III. **Update on Enabling Legislation process:**

Mr. Tuttle reported on the status of raising the Enabling Legislation ceiling. From the last meeting he was asked to work on the necessary language for such state action -- the current local lodging tax is at 4% and based on the state statute which allows for such tax, the current ceiling is 5%. The new legislation would allow for a higher percentage cap. In a conversation with Mr. Gary Burton, City of Joplin (COJ) state lobbyist, Mr. Tuttle was informed that time within this legislative year was limited and if we were to proceed it would need to be soon.

The concern with timing is that when a state statute is changed, it does not go into effect until August of that year. The means, should a developer of a tourism brick & mortar project approach the City for private/public partnership funding, the COJ, currently only has the potential of a 1% increase to offer (roughly \$300,000 annually). A 2-3% increase would be more inviting (roughly \$600,000+). Any increase would require a vote of the public to pass.

Without the new enabling legislation now; setting a higher ceiling, the COJ would have to wait until such a statute was passed and enacted, before the issue could go before the people. Waiting until the 2019 legislative year would mean the statute would not take effect until August 2019, delaying a public vote until, at the earliest, March of 2020. From now, no matter what type of plan that is developed, if it needs support from a percentage of the lodging tax, it would have to wait on the shelf for 23 months.

## Joplin Convention & Visitors Bureau

602 S. Main Joplin, Missouri 64801

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In a work session on April 23<sup>rd</sup>, the City Council supported moving forward for enabling legislation providing for a 7% ceiling. To council, Mr. Burton stated, "...we are late in this legislative calendar, plus with the current political climate in Jeff City, he will work on it but wasn't confident of success."

#### IV. USES & USERS Discussion regarding a Conference Center Development:

Prior to Ms. Slifka walking the board through potential Uses & Users of a conference center, Mr. Tuttle informed the board that at the April Joplin Sports Authority (JSA) board meeting he asked for them to pull together a committee to explore and compile Uses & Users profile in regards to an indoor sporting venue. They took that action. As information becomes available he will encourage JSA to report.

Ms. Slifka stated the current meeting space inventory in the Joplin market does not accommodate large enough sized groups to create compression among our Joplin hotel community and demand within other economic sectors of the City. The exercise is intended to get everyone to think about what they want to see in a facility. When the time comes with developers inquiring about partnership opportunities anyone can be included in the process and speak confidently about what is expected in a future facility that would best meet the existing and growing needs of the customer base we have lost or want to attract

By connecting with different meeting segments within local events (i.e. Joplin Chamber), state associations, and regional/national groups Ms. Slifka identified commonalities that exist between different group segments.

These are the features that Ms. Slifka recommends being considered:

- No matter the size of the group it needs to serve the purpose to be flexible meeting space and to allow the center to layer different types of business over each other to maximize the revenue of the facility with an outcome to create compression within the market
- Multi-level. It's easier to expand up than out
- Sustainable center to reduce the carbon foot print of the building
- Integrating interactive technology
- Hybrid meeting capabilities integrating in-person at the physical location and "virtual" person
- Industrial size kitchens
- Large pre-function space that promotes networking, receptions; including outdoor space adjacent to the meeting room

#### III. Other Business:

**National Travel & Tourism Week & CVB 30<sup>th</sup> Anniversary:** Mr. Tuttle informed the board of upcoming events in support Tourism Week and the CVB turning 30.

- Detailed schedule and descriptions attached.

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**FY2019 CVB Event and Attractions Grant Applications:** Mr. Tuttle confirmed with the board the Tuesday, July 24<sup>th</sup> date, 8:00-4:00, for reviewing and scoring the FY19 Event & Attractions Grant applications. The applications will be available effective May 7<sup>th</sup>. The Applications Guidelines are the same as last year's, but following last year's review the board wanted to review/discuss a few changes to the scoring process. Mr. Tuttle will add it to the May 22<sup>nd</sup> agenda.

Additionally, Mr. Tuttle reminder the members that there will be NO June meeting.

Chair Wilson asked if there was any other business from the board, hearing none he asked if anyone in the audience had any information for the board. George Washington Carver National Monument, Superintendent Jim Heaney handed out flyers for and explained two upcoming events the National Park will be hosting – April 28<sup>th</sup> *Bark in the Park* and the April 29<sup>th</sup> Nutritionist Workshop.

IX. Having no further business before the Board, Chair Wilson adjourned the meeting at 3:50 p.m.

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Respectfully submitted by Secretary Comer.

Handwritten signature of Mike Wilson in black ink.

Mike Wilson  
Chair

Handwritten signature of Patrick Tuttle in black ink.

Patrick Tuttle  
JCVB Director

## Upcoming dates to remember.

### May 4<sup>th</sup> - First Friday Wine Share

The CVB will co-host the *First Friday Wine Share* with the Joplin Historical Preservation Committee. Wine Share is Downtown Joplin Alliance's unique networking opportunity held each first Friday. Bring a bottle of wine or craft beer to share, then take in this great opportunity to meet your neighbors and other business professionals while sipping on a beverage and tasting local cuisine.

FREE to attend, but you must be over 21!

Location: Scottish Rite Cathedral, 505 Byers Avenue

Time: 6:00-8:30

### May 6<sup>th</sup>-12<sup>th</sup> - National Travel & Tourism Week

CVB Open House for guest and partners.

National Travel and Tourism Week—taking place May 6 - 12, 2018 - *celebrates the contributions and accomplishments of the U.S. travel community. The annual tradition brings industry professionals together to highlight the value of travel and consider the broad impact it holds for communities across the country.*

*In 2018, 35 years after National Travel and Tourism Week was established by a congressional resolution, the industry will celebrate with a new theme: "Travel Then and Now." The theme is a challenge to industry leaders to reflect on travel successes of years past while advocating for policies that promote growth for the future.*

### May 17<sup>th</sup> -- THIRD THURSDAY

The Joplin CVB will be the co-host for the May *Third Thursday*.

As part of the May Third Thursday event, the area of Main & 6<sup>th</sup> Streets which wraps around City Hall will be dotted with tourism partners representing five different categories - Attraction, Arts, Events, Lodging and Sports. Though each will showcase their own events and offerings, they are all important contributors to the overall local tourism & hospitality industry. The 1<sup>st</sup> floor of City Hall will be open to allow access to the CVB office and visitor information.

## June 1<sup>st</sup> - 30<sup>th</sup> ANNIVERSARY RIBBON CUTTING

Following a supportive vote from the citizens of Joplin in March 1988, a 2% lodging tax was established to form the Joplin Convention & Visitors Bureau (JCVB) and provide a tourism marketing effort for the City of Joplin. The question of an increase happened in 2000 to bring the current tax to 4%. June 1, 2018 will mark the 30<sup>th</sup> anniversary of the formation of the JCVB.

The public is invited to a 30<sup>th</sup> ANNIVERSARY RIBBON CUTTING at 2:00 p.m. at the WELCOME TO JOPLIN sign in front of Cracker Barrel. Following the brief ceremony, a reception will follow in the lobby of TownePlace Suites by Marriott, 4026 S. Arizona Avenue.

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OKLAHOMA FREEWHEEL, a 6-day cycling event across Oklahoma following historic Route 66. Beginning in Elk City, OK on June 10<sup>th</sup> the cycling event will end June 16<sup>th</sup> in Joplin's Schifferdecker Park.

### SATURDAY, JUNE 16<sup>TH</sup>

Miami to Joplin

Overnight Camping in Schifferdecker Park

BIG BAM RIDE, a 5-day cycling event across Missouri will follow historic Route 66 from Joplin to Eureka, MO. Cyclist will depart Joplin on Monday, June 18<sup>th</sup> and ride across the state finishing on June 22<sup>nd</sup>. On Sunday evening, June 17<sup>th</sup> there will be food truck and a concert in the park.

### SUNDAY, JUNE 17<sup>TH</sup>

Cyclist begin arriving @ Noon

Overnight Camping in Schifferdecker Park

Evening Concert, open to the Public

Food Trucks / Beer & Wine

### MONDAY, JUNE 18<sup>TH</sup>

Depart - Joplin to Willard

US Bike Route 66 Ribbon Cutting @ 8:30 a.m.

Cyclist depart MO @ 8:00 a.m.