

JCVB- Advisory Board Meeting

Minutes

May 21, 2019

Attendees: Chair: Mike Wilson, Co-Chair: Kevin Greim, Bob Kluth, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, Mike Greninger, and Councilwoman Melodee Colbert-Kean

Absent: Sec: Miranda Comer, Denise DuBois, Erin Slifka and Crystal Albright

Staff: Patrick Tuttle

Guests: Christopher Beyer, Joplin Hilton Garden Inn, 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 3:04 p.m.

II. Approve of Minutes:

Discussion from the April minutes – Ms. Palmer asked for clarity that Ms. Slifka’s appointment is as the Chamber representative and that she was subject to council appointment and term limits. Mr. Tuttle concurred that was correct.

Following some discussion, Mr. Greninger motioned, Ms. Palmer second, to approve the minutes from the April 2019 meeting, unanimously approved 7-0-4.

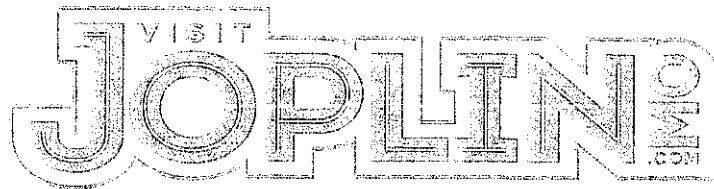
III. FY2019 Budget Update:

Mr. Tuttle presented the FY2019 budget update, November 1, 2018 to May 3, 2019. Discussion covered the changes in revenue and expenses over the past 30 days. No line items were out of proportion.

IV. FY2020 Budget Overview:

Mr. Tuttle presented the proposed CVB budget for FY2020. Discussion ranged from the amount spent in the advertising budget, to travel to JSA’s portion of the budget.

Mr. Tuttle explained the advertising budget is heavy on digital marketing and less on traditional print medium. This follows the current tourism trends as well as how Missouri Division of Tourism is promoting the state. A strong portion of our digital marketing is targeted to the international Route 66 traveler. This effort will continue into next year’s budget. When asked if it is working Mr. Tuttle stated “Yes, already in this tourism season inquires for information and visitor guides are higher. Our follow up surveys will tell us if their requests turn into actual visits.



Mr. Greninger asked about JSA's portion and how it is figured. Mr. Tuttle informed the board by ordinance JSA receives 30% of the actual receipts from the four percent (4%) hotel/motel (occupational license) tax collected. Mr. Greninger and Mr. Nienkamp discussed better communication between CVB and JSA in regard to budget forecasting. Both suggested offering JSA the opportunity to bring any additional budget needs before the JCVB Advisory Board prior to the completed FY2020 budget. If there are specific needs for specific events, then this board should be open to making such recommendations with the coming budget. If there is a greater need within the CVB then those dollars should be focused on those needs. Mr. Tuttle informed the board that the June 18<sup>th</sup> meeting would be the best time to have JSA make a presentation since the City is already in the budget process.

Mr. Greninger motioned, Mr. Nienkamp second, to extend an invitation to JSA to attend the June 18<sup>th</sup> meeting to discuss their budget and forecasted needs for FY2020, unanimously approved 7-0-4.

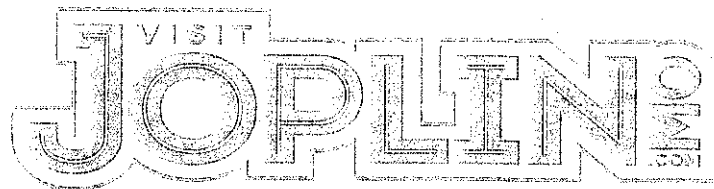
**V. Board Roles & Responsibilities:**

As follow up from previous discussion to better define board roles and responsibilities, Mr. Nienkamp suggested providing an opportunity in future meeting agendas for industry related, roundabout discussion. This would allow each board member to contribute to the greater tourism conversation as it relates to their specific interest.

**VI. Other Business:**

Ms. Colbert-Kean asked about the CVB's focus on Route 66. Mr. Tuttle explained the efforts to market to known groups who plan Route 66 tours both domestically and internationally -- "It is a challenge without physical attractions that draw them here. We work to break their travel pattern that would take through Joplin and not stop at all. Our goal is to get them to spend time in Joplin and more importantly to overnight with us. Motorcycle, RV and Bus tour planners have been our greatest focus. Ms. Colbert-Kean, "Why don't we make it a project to get more Route 66 attractions?" Mr. Tuttle, "We do our part to encourage local partnerships, but we cannot go it alone." Mr. Greninger, "What about a (CVB) storefront presence by the hotels to direct Range Line traffic to downtown?" Mr. Tuttle, "We have priced a few locations and that property (around I-44, exit 8) is very expensive. Without some source for additional (retail) income to off-set the rent it just isn't cost effective." He concluded, "Route 66 travelers would not come to a Range Line visitor center, we would never see them. The challenge is to catch them before they reach 7<sup>th</sup> & Main Street. Once they turn West toward Kansas we cannot stop them."

Mr. Beyer (guests) suggested asking the Route 66 Drive-in (Carthage) and Route 66 Theater (Webb City) to have a presence on the CVB Events page and social media. That would offer a guest planning a Joplin visit or someone staying in one of our hotels a unique Route 66 option.



VIII. Having no further business before the Board, Chair Wilson adjourned the meeting at 4:25 p.m.

The next scheduled meeting is June 18<sup>th</sup>.

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Respectfully on behalf of Secretary Comer.

Handwritten signature of Mike Wilson in cursive script.

Mike Wilson  
Chair

Handwritten signature of Patrick Tuttle in cursive script.

Patrick Tuttle  
JCVB Director