

**Joplin Celebrations Commission**  
**Meeting Minutes – Tuesday, August 6, 2019**  
**Location: Joplin Museum Complex**

Present: Chris Wiseman, Paula Callihan, Jill Sullivan, Dr. Chad Stebbins, Emily Frankoski, Wally Bloss, Dr. Tracy Godfrey, Frank Leto, Mike Crumbliss, Ms. Betty Smith, Dr. Diane Reid Adams, Brad Belk, and Patrick Tuttle

Visitors: Debbie Woodin (Joplin Globe)

**Approval of Previous Minutes**

- July – None to approve

**Report on the Marketing Approach**

- Patrick reported that he, Frank, and Jill met to discuss marketing
- Landed on “Celebrate Joplin” as a theme – Patrick will obtain URL and write the RFP for social media
- Frank’s team at the Globe is working on ideas for a commission seal and we should have something to present to the group at the next meeting; the idea is to brand our commission and to later have a more specific log for 2023 celebrations
- As we move forward with marketing, we can start thinking about merchandise with a collective mindset that will move into a subcommittee
- We still have to figure out how to handle donations and other incoming funds

**July 15th Council Meeting Update**

- Patrick gave update and asked about matching funds
- Under the CVB’s budget, there’s 15k for us to work with (FY2020); must have 2:1 match and a process for reimbursement
- An additional 5k goes to marketing/social media
- In-kind contributions qualify for the matching funds

**Brainstorming & Discussion**

- What else other than mining symbolizes Joplin? Nature, trails, history, mining, medical, arts, etc.
- Discussion about how to get younger people interested.
- Discussion about incorporating the Iris - Joplin’s official flower - into marketing or fundraising.
  - Plant the irises in the fall, have an iris tour in the Spring. Tri-State Iris Society (Dr. Stebbins will make contact). Perhaps the tour can be followed by a tea at the museum.
- Discussion about “150 Actions” – encouraging local groups and organizations to do 150 of *something* for Joplin’s 150<sup>th</sup> with the Commission’s endorsement
- Discussion about the 150<sup>th</sup> First Major Lead Strike anniversary (2021) and what to do in Landreth Park to celebrate
  - Chris, Paula, Dr. Stebbins, and Wally will meet to discuss before our next meeting

**MO Bicentennial**

- Brad, Jill, and Emily will meet and have an update at the next meeting.
- 2021 is the 90th anniversary of the Tri-State Mineral Museum. So a big deal will be made here at the museum about that.
- Lectures about some topics to do with the state of Missouri, though specific dates are not set.
- Chris is looking into touring exhibits and other options for the museum.


**Time-frame for Joplin's 150th**

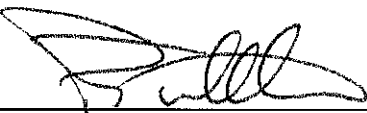
- September 2022 – September 2023
  - Mike made motion, Frank seconded, no opposition

**Misc.**

- Paula did some research on “passports”
- Next meeting will be a work session

**NO SEPTEMBER MEETING!**

Approved:   
Jill Sullivan, Secretary

Approved:   
Patrick Tuttle, Co-Chair