



JCVB- Advisory Board Meeting

Minutes

August 21, 2018

Attendees: Chair: Mike Wilson, Co-Chair: Kevin Greim, Sec: Miranda Comer, Bob Kluth, Ginger LaMar, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, Mike Greninger, Crystal Albright

Absent: Denise DuBois

Staff: Patrick Tuttle, and Erin Slifka

Guest: Jim Heaney, George Washington Carver National Monument, Allen Shirley, Dorthea B. Hoover Historical Board, and Audrey Mathis, Residence Inn

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

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

II. **Approval of the July minute:**

No July Minutes - the July 30th letter to Council regarding the FY19 Grant applicant allocations serves as the minutes. They have already been signed and submitted.

III. **Update on FY2019 CVB Grant Recommendations:**

Mr. Tuttle reported that City Council approved the Board's grant recommendations on 1st Reading by 9-0-0 vote at their August 20th meeting. Final passage will be at the September 3rd council meeting. The grants take effect with FY19 budget, November 1, 2018.

III. **Direction of Future Grant Programs:**

Mr. Greim, Ms. Comer, Mr. Greninger and Mr. Nienkamp formed a working committee to meet outside the schedule meeting to pull some ideas together. Options for the grant applicant evaluation process as well as awarding the funds.

IV. **Status of Visitor Profile/Economic Impact Study RFP:**

The RFP has been written and is with Finance for approval and publishing. The bid process closes September 25th. Discussion at the September board meeting will decide how to involve the board once the bids have been received and reviewed by staff.

V. **Discussion on Market Development and Future Projects:**

a) Mr. Tuttle updated the board on the statue of seeking the Enabling Legislation necessary to allow for increasing the lodging tax should a brick-and-mortar project come forward. We would need to move forward NLT than this December to have it on the 2019 Legislative Calendar. Mr. Tuttle will get with the City's consultant and attorney for requirements to complete this.



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b) Mr. Tuttle informed the board of efforts by staff to develop attractions within the tourism region. He informed that a consultant has been hired to conduct a feasibility study to determine if, and at what capacity Joplin could support a Children's Science Center. The meeting with the consultant is scheduled for September 5th, 6:00 p.m., at the Kraft Insurance. Mr. Tuttle stated he was working the local group behind the project, Creative Learning Alliance and the consultant ConsultEcon on the possibility of broadening the Study to include the existing Joplin History and Mineral Museum Complex, with the interest of developing a much larger concept for multiple facilities. Mr. Tuttle will keep the board advised as this project moves forward.

c) Additionally, discussion moved towards the impact two new hotels will have on an already downturned lodging market (3000 block of Range Line and the Prigmore Road truck stop/80-unit hotel). Mr. Tuttle replied, the CVB does not manage hotel rooms nor do we have any authority to stop construction. The industry should police itself. If would appear, developers/investors are seeing something in the data they are using that tells them to build here. It would be my wish that one of them add convention space to their property so there is a better opportunity for enriching all the Joplin travel & hospitality investments, not just a few.

Our job is to market Joplin as a tourism destination and work within related channels to attract guests and groups. It was asked of Ms. Slifka what she has changed in her sells efforts, since her job is the sell conventions and we have no convention space to sell. She and Mr. Tuttle both addressed this in that over the past two years she has refocused her efforts to those planners we can support, with group sizes we can accommodate, and who are showing results – both in leisure and groups tours. There has been an increase in the bus and motorcycle traffic stopping in Joplin. More are staying overnight, but still not enough to impact changes in the numbers. The lack of meeting space continues to be the downfall for all local stakeholders across the industry.

VI. Other Business:

The chair offered Jim Haney, George Washington National Monument to address the board. Mr. Haney handed out flyers of two upcoming events at the Park and thanked the board for support GWC.

The chair offered Allen Shirley, Joplin Historical Board to address the board. Mr. Shirley informed the board of a World War I exhibit not on display at the Joplin Museum Complex. Mr. Shirley showed the board a U.S. Medal of Honor piece that he hopes the Museum will be presenting to the new VA Clinic when it opens in October.

Mr. Tuttle walked the board through the results of the 2017 VisaVue report. This a solid snapshot of the International Spending within the 64801/04 zip codes. For 2017, Joplin saw guests from 113 countries make local credit card purchases of more than \$5.5 million. This is an increase over 2016 which indicated 107 countries and \$5.3 million in purchases. These report shows the value of all international guests (leisure, business and group) to Joplin. We are scheduled to participate in the 2018 study as well.

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VIII. Having no further business before the Board, Chair Wilson adjourned the meeting at 4:22 p.m.

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Respectfully submitted by 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

