

JCVB- Advisory Board Meeting
Minutes
September 18, 2018

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

Absent: Sec: Miranda Comer

Staff: Patrick Tuttle

Guest: Jim Heaney and Randal Becker, George Washington Carver National Monument, and Audrie 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 August minutes:

Mr. Nienkamp motioned to accept, Ms. Weathers second, unanimously approved 10-0-1.

III. Direction of Future Grant Programs:

The Board Sub-Committee of Mr. Greim, Ms. Comer, Mr. Greninger and Mr. Nienkamp met one time to discuss a future direction for the grant program. Mr. Greim reported some of the discussion but that nothing was definitive at this time. The group plans to meet again and bring back some ideas for improving the program, the board's role and how the funds would be annually distributed.

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

Mr. Tuttle reported that the bids are due to the CVB by September 25th. He was asked how many bids he anticipated receiving he stated he had calls from at least seven different vendors who showed some interest. He will provide a full account at the next board meeting.

V. Discussion on Market Development and Future Projects:

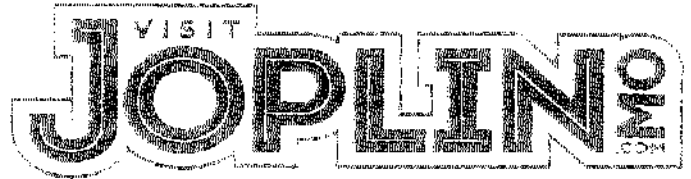
In addition to the RFP, Mr. Tuttle updated the board that he met with the consultant hired the grassroots committee, *Creative Learning Alliance*. This group commissioned ConsultEcon Inc. to determine if Joplin was a good site for a Children's Discovery Center (reference JCVB August 2018 minutes). During the initial meeting with the consultant it was asked if during their Children's Discovery Center study, without jeopardizing the integrity of the research, could they also evaluate the Joplin Museum complex as a destination, and make any recommendations to its future. They were willing to discuss with their team in Massachusetts and submit a secondary proposal, if possible. The CVB/City of Joplin has provided \$5,000 towards the Children's Discovery Center Study.

Joplin Convention & Visitors Bureau

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V. Discussion of CVB Staffing:

This was the first board meeting following the departure of Ms. Ern Slifka as the director of sales (DOS). In advance of the meeting, Mr. Tuttle presented the question as to whether the DOS position should be rehired as is or modified to include some sort of Destination Development element. After his reflection as to the Group (bus) and Leisure Travel pending workload, he concluded to proceed with posting the job opening to see what applicants arise. The board discussed options and left it up to Mr. Tuttle to decide the future direction. He did state, a person with the hotel convention/conference depth of Ms. Slifka had is not the greatest need, but rather someone with sales experience to sustain the progress the bureau has made with group travel prospects is more the immediate need; to not lose market share.

Several board members expressed their concerns with losing Ms. Slifka as the Director of Sales.

VII. Other Business:

Mr. Tuttle reported that the offer to the Joplin History and Mineral Museum from the 2018 grant application review of \$3,000 to off-set the cost of adding Wi-Fi to the complex was completed. The museum will be submitting reimbursement paperwork. CableOne is the serviced provider.

VIII. Having no further business before the Board, Chair Wilson adjourned the meeting at 4:02 p.m.

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Respectfully on behalf of 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