



JCVB Advisory Board Meeting

Minutes

September 21, 2021

Attended: Chair: Kevin Greim, Co-Chair: Miranda Comer, Sec: Crystal Albright, Pete Hall, Josh Shackles, Erin Slifka, Erik Bartlett, Kevin Mandarini, James Cullumber, Brent Parker, and Councilwoman Christina Williams

Absent: Chair: Mike Greninger

Staff: Patrick Tuttle, and Kerstin Landwer

Location: Joplin City Hall, 5th Floor Study

I. Call to Order:

Chairman Greim called the meeting to order, time 3:00 p.m.

II. Introduction of Pete Hall, GM Residence Inn and Erik Bartlett, owner Runaround as new member to the board.

III. Approve of August 17 minutes:

Mr. Parker motioned to accept, Mr. Shackles second, unanimously approved -- 10 in favor, 0 against, 1 absent.

IV. Follow up with FY22 grant applications:

Mr. Tuttle informed the board of two developments. First, that city council, at their September 20 meeting, had approved Council Bill 2021-609 placing the board's grant recommendations into the FY22 budget.

Second, he relayed that he was informed at a recent JSA Board meeting that the December 2021 basketball tournament which had grant funding approval at \$8,100 had been canceled.

These means \$81,600 of the grant dollars for FY22 have been assigned with \$58,400 available for other projects.

V. Budget update:

Mr. Tuttle provided the board a report with CVB Budget spending as of September 3, 2021, and a copy of the project FY22 budget. The current fiscal year end October 31st. Following a EOY report will be compiled.

Chairman Greim informed the new members of the Budget sub-committee and welcomed them to join them the next time the meet.



VI. **Board Strategy, Future Goals and Studies:**

Mr. Tuttle noted in the FY22 budget funding for a Tourism Venue Study. This has been discussed over the past couple of years and he was seeking input from the board on next steps. He also asked the board's view of being included when the Staff does a strategic planning workshop.

Comments/discussion--

CVB Strategic Planning: With the market in flux as it is any strategic thinking will need to be flexible enough to move as the industry/market changes. 3-5-year planning may be too long for the current tourism struggles.

CVB Advisory Board planning: Start with the expertise on the board through a poll as a market benchmark. Solicit key questions for a tourism expert. Weigh short-term challenges to sustain existing market amenities before seeking long-term changes.

Any tourism study: Begin with discussion with hotel and restaurant general managers to determine the needs to support the existing assets before speculating on the future.

VII. The meeting was adjourned at 4:30 p.m.

Submitted by.

A handwritten signature in dark ink, appearing to read "Kevin Greim", written over a horizontal line.

Kevin Greim
Chairman

A handwritten signature in blue ink, appearing to read "Patrick Tuttle", written over a horizontal line.

Patrick Tuttle
For the Secretary