

**JOPLIN CITY COUNCIL
INFORMAL MEETING NOTES
OCTOBER 17, 2022**

Mayor Lawson called the October 17, 2022, Joplin City Council informal meeting to order at 5:15 p.m.

In attendance were Council Members: Keenan Cortez, Josh DeTar, Mark Farnham, Doug Lawson, Gary Shaw, Kate Spencer, Phil Stinnett, and Christina Williams. Also, in attendance were City Manager Nick Edwards and City Attorney Peter Edwards.

Absent: Charles Copple

Sales and Use Tax Update

Leslie Haase, Finance Director presented.

RAVENii Update

Tyler Lavette, presented.

Progress on Initiatives

Months Initiatives Recap

Employee handbook

External risk monitoring

Email and monitoring

Internet usage and monitoring

Acceptable use of electronic communications

Met PCI audit compliance

Mitigation Summary – Vulnerability Management

Total Vulnerabilities Mitigated this month: 43.10%, down 1.01% from last month.

Critical Vulnerabilities Mitigated this month: 44.44%, down 0.85% from last month.

High Vulnerabilities Mitigated this month: 47.06%, down 1.41% from last month.

Medium Vulnerabilities Mitigated this month: 42.23%, down 1.85% from last month.

Low Vulnerabilities Mitigated this month: 32.91%, up 9.53% from last month.

Initiatives In Progress

Continue to add assets to patching schedule

Prioritizing legacy critical patching based on observed risk

Continue to construct policy & procedure documentation

Dark Web monitoring

Continue Multi Factor Authentication Implementation

Continue to create unique passwords

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Plan for the Following Months

Incident Handling Procedure
Remote Access Policy
Password Policy
Information Sensitivity Policy
Acceptable Use Statement
Wireless Communication Policy

Trending Risk for Municipalities

Dark web
Hacktivism
Vigilance on click bait
Potential collateral risk
Due diligence and SOC continually monitoring

Joplin Sports Authority Update

Jared Bruggerman, Executive Director of JSA presented.

Joplin Sports Authority- What are we and what do we do?

We are a 501 (C) (3); not for profit sports commission funded predominately by the city lodging tax.

Mission Statement:

The purpose of this corporation is to attract, promote, provide and support local, state, regional, national and international sporting events to the Joplin area, which will provide economic impact and enhance the quality of life for the residents of the Joplin area.

A brief history

Brief Summary of Joplin Sports Authority:

First Lodging Tax of 2% was initiated in 1989 which then formulated the creation of the CVB.

JSA started in the mid 1990's in order to bring more sporting events and revenue to the city of Joplin. MSSU AD Jim Frazier worked with the first executive director of the Joplin Sports Authority, Mike Greninger. In particular, the focus was the USA Baseball Junior Trials.

In November 2000, voters of Joplin approved an increase of 2% tax on hotel and motel lodging designated for the promotion of sports marketing, entryway beautification and festivals (ie. The Grant program).

Became a 501 (c)(3) and was supported by ordinance 2007-246 to become a separate entity from the city to allow more effective sports marketing and authorizing the city of Joplin to engage the services of JSA.

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The sports commission is tasked with the mission to attract, promote, provide and support local, state, regional, national and international sporting events to the Joplin area. This in return will provide positive economic impact and enhance the quality of life for the residents of the Joplin area.

The JSA Board of Directors

Currently has 11 Board members in four categories (excluding Ex-Officio):
Appointed- MSSU AD, Joplin Schools AD, Director of Joplin CVB, Director of Joplin Parks and Recreation

Citizen Directors- four resident of the city selected by Joplin City Council
At-Large Directors- 3 area residents selected by the Joplin City Council
Ex-officio Board members- Mayor of Joplin or the designee & the Executive Director JSA (both Non-voting)*

Current BOD:

Officers: Chair-TBD; Vice Chair-Jhan Hurn, Treasurer- Melissa Rodgers, Secretary- James "JT" Weber, Executive Director- Jared Bruggeman*

Directors: Matt Hiatt, Rob Mallory, Patrick Tuttle, Paul Bloomberg, Christopher Byers, Hunter Perry, Patty Vavra, Dave Compton, Chuck Copple*,

Where do we get our resources?

Predominately, Lodging Tax Allocation

Sponsorships (Cash and Trade)

Concessions

Gate

Merchandise

Entry Fees

Operating budget is about \$500,000

The JSA Expenses-Where do we spend our resources?

Facilitate and/or pay for Facility Rentals (largest expense)

Sponsorship of events

Assist in getting reduced lodging rates for clients

Hospitality for coaches, officials, staff or in some cases arranging banquets

Logistics and support for events

The Recent Past Events

NCCAA Division 2 Men's and Women's Basketball National Championships (March 2022)

ACCA Men's and Women's Basketball National Championships (March 2022)

NJCAA Region 16 Baseball Championship (May 2022)

NJCAA Division 2 Men's Golf National Championship (May 2022)

AAU Region 16 Track and Field National Qualifier (June 2021)

Premiere Baseball 15U-17U National Showcase (July 2022)

Monster Games- Cross Fit Competition (July 2022)

Elks Club State Golf Championship (August 2022)

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JHS Paige Neal/Christina Freeman Softball Tournament (September 2022)

Four States Open (September 2022)

MCSAA Fall State Championships- (Oct 2022)

Event Recruiting in progress

Epson Tour- LPGA (Collaborative Effort with CVB)

NCCAA Division 2 Women's Volleyball National Championship (2023-2025)

NJCAA Division 2 Men's Golf National Championship (2024)

NJCAA Men's Basketball Division 1, 2 or 3 National Championship (2024-2025)

NJCAA Women's Basketball Division 1, 2 or 3 National Championship (2024-2025)

Additional Disc Golf Tournaments

Tennis (Outdoor only)

Special Olympics Missouri Indoor Games (2024-2026)

Bowling Tournaments

Collegiate Baseball Post Season College Club Sports (Baseball affiliated)

AAU Outdoor Track and Field National Qualifier

Coordinate with Parkwood Tournaments, LLC. on a variety of tournaments and rentals

Additional recruiting events (archery, soccer, softball, swimming) continuously

Recruited Upcoming Events

MCSAA State Championships (three times per year, F, W, S) - 2022 & more

NCAA Division 2 Cross Country Regional Championships 2022-2026

NCCAA Cross Country National Championships - 2022

MSHSAA State Golf Championships (multiple gender and classes) - 2022-2025

NCCAA Division 2 Men's and Women's National Basketball Championships – 2022 & 2023

Elks Club State of Missouri Championship - 2023

NCAA Division 2 Cross Country National Championship - 2023

Current Economic Impact Summary (notes in parentheses are last year's totals)

Fiscal Year 2022 (November 2021 – Oct 2022)- currently in progress; numbers will go up

Number of Events – 33 (34)

Room Nights Generated – 15,375 (6,850)* This number documented rooms

Market Average Daily Rate (ADR) - \$104.41 (\$111.69)

Total Market Room Revenues - \$1,605,288 (\$765,050)

Avg. Incidental spending per guest - \$99 (\$99) (Missouri Division of Tourism)

Total Incidental spending by lodging guests - \$5,191,857 (\$2,373,525)

Total Tax Revenues derived from Lodging Operations - \$206,039 (\$97,689)

Total Tax Revenues derived from incidental spending - \$440,010 (\$201,156)

Total Tax Revenues - \$646,049 (\$298,846)

Total Economic Impact - \$8,902,819 (\$4,088,171)

FTE Jobs Created (state formula of 5 labor hours per room night) – 37.0 (16.5)

Total JSA event expenses - \$349,416.54 (\$252,928.34)

Avg. JSA event expenses per room night – \$6.66 (\$36.92)

Total Net ROI - \$8,554,403 (\$3,835,242)

ROI Ratio – 24.5:1 (15.2:1)

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What can you do to help?

Any sport club, organization or group; please let them know they can contact us! (examples Crossfit, Disc Golf, swimming).

Pass the word to the community on what we can do for the region for entertainment, reducing travel for our citizens, generate tax revenue, increase local business and making the Joplin area become a more significant sport destination.

Become a sponsor or assist us in finding sponsors.

The meeting was adjourned at 5:50 p.m.

Holly Nagy, MRCC, City Clerk