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JOPLIN CONVENTION & VISITORS BUREAU

JCVB- Advisory Board Meeting
Minutes
January 17, 2017

Attendees:	Chair: Denise DuBois, Co-Chair Eric Crosswhite, Sec: Bob Kluth, Ginger LaMar, Mike Wilson, Lynn Weathers, Miranda Comer and Mike Greninger
Absent:	Dave Crocker
Staff:	Patrick Tuttle, Erin Slifka, Carrie Puffinbarger, Donna Miller, and Intern Brandy Estell
Guests:	Councilwomen Melodee Colbert-Keen, and Jim Heaney, George Washington Carver National Monument
Location:	Joplin City Hall, 5th Floor, Informal Chamber

I. Chair DuBois called the meeting to order at 3:03 p.m.

II. **Approve December 2016 Minutes:**

Mr. Wilson motion to accept, Ms. LaMar second, unanimously approved.

III. **Board Members:**

Director Tuttle informed the Board a resignation letter from Mr. David Crocker was received in the City Clerk's office

Chair DuBois welcomed new Board members Ms. Lynn Weathers and Mr. Mike Greninger

IV. **Staff Engagement Report:**

Ms. Slifka discussed points from the January 17th Engagement Report in between Mr. Tuttle making the connection with the Top 3 Tourism & Hospitality Master Plan (THMP) consultants. The full report is attached.

V. **Phone interviews with Top 3 Tourism & Hospitality Master Plan consultants.**

- JLL, Duluth, GA
- Johnson Consulting, Chicago, IL
- Design Workshop, Aspen, CO

The same 5 lead questions were asked of each:

1) What tactics would you use to determine our destination competitors?
2) What are some of the methods you would use to determine the who and the what, that defines Joplin's Tourism Market?