Minutes of the March 20, 2026
Joplin Citizen's Committee: Proposition Police & Fire

CALL TO ORDER
The regular meeting of March 20, 2026, Citizen's Committee: Proposition Police & Fire was called to order by Chair CB Eastman at 7:29 am.

Roll Call: Committee Members Present: CB Eastman, Dottie Murphy, Payton Layne, Terry Wachter and Chris Stockton.

Absent: Bob Loudermilk, Fred Palmer, Dan Pekarek, Jhan Hurn, Drew Kimble, Anthony Monteleone, Ryan Stanley, Kim Cox, and Greg Wilkerson.

City Employees Present: Nick Edwards, Drew Douglas, Felicia Urban, Gerald Ezell, Richard Pearson, Brian Lewis, Charles Copple, Josh Bard, Thomas Bowin, Mark Cox, Betsy Mense, and Erin Slifka.

Approval of Meeting Minutes: Dottie Murphy motioned to approve minutes as is, Josh Bard second the motion. All in favor to pass minutes unanimously.

NEW BUSINESS

Overview of Citizen's Committee: Discussion moved to recent speaking engagements, which were reported as highly successful with strong community turnout and engagement. Attendees highlighted positive interactions with families, effective outreach, and an impressive presence from both fire and police departments. Overall feedback from the public was described as overwhelmingly positive.

Upcoming engagements were reviewed, including a full-day session on April 1, a Club of Joplin presentation on April 2, and a Wine Share event on April 3, which will be open to all members. The group also discussed participation in an upcoming event on March 28–29, including the possibility of hosting a booth. Members agreed to confirm logistics, staffing, and materials needed, noting the importance of timely communication due to the event's proximity. More details are forthcoming.

Marketing and outreach efforts were discussed next. Recent print materials placed on vehicles were well received, with members complimenting the quality and presentation. A signage update indicated approximately 100 small signs had been distributed and additional supply is needed, along with 40 large signs expected soon. Members were encouraged to keep signs in their vehicles for distribution during canvassing, and further coordination is needed for placement in high-traffic areas, particularly where installation challenges exist.

In fundraising updates, approximately $500 has been raised since the last meeting, with around $1,000 currently available after expenses. While major contributions have been made, it was noted that additional fundraising may slow. Appreciation was expressed to all contributors.

The digital and social media campaign continues to show strong progress. Advertising efforts have generated approximately 78,000 impressions and 210 website clicks with a total spend is within

budget, reflecting increasing engagement. Organic social media content is also performing well, reaching approximately 6,700 views within 48 hours. Members were encouraged to share official posts from the Chamber platform rather than creating independent posts to maximize reach. A technical issue with website links was identified, and members were advised to copy and share the full URL directly from a browser to avoid broken links.

The group reviewed plans for a text messaging campaign scheduled for March 24 and April 6, with approximately 6,200 messages to be distributed. The system will allow recipients to respond, with responses monitored internally.

Canvassing efforts were reported as strong, with 1,120 doors knocked and 561 conversations recorded. Survey responses included 413 in support and 117 undecideds. Additional volunteers were requested to maintain momentum, particularly for upcoming canvassing opportunities.

Election preparation efforts are underway, focusing on proper placement of poll signage, volunteer coordination for election day, and continued voter outreach. Public relations efforts remain active, with ongoing encouragement for members to submit letters to the editor to the Joplin Globe, ensuring messages remain varied yet supportive.

Additional discussions included exploring mobile promotional opportunities, identifying high-traffic areas for signage placement, and continuing outreach to local organizations and student groups. The meeting concluded with expressions of appreciation for the group's continued efforts and a reminder to stay focused and engaged in the lead-up to the election.

There being no further business, the meeting was adjourned at 8:15 am.

Submitted,

Felicia Urban, Secretary