Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
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JOPLIN
CONVENTION & VISITORS BUREAU

JCVB- Advisory Board Meeting
Minutes
March 21, 2017

Attendees:	Chair: Denise DuBois, Ginger LaMar, Mike Wilson, Lynn Weathers, Miranda Comer, Councilwoman Melodee Colbert-Kean, Traci Palmer, Kevin Greim, and Jeremy Nienkamp
Absent:	Bob Kluth and Mike Greninger
Staff:	Patrick Tuttle
Guests:	Jim Heaney, George Washington Carver National Monument
Location:	Joplin City Hall, 5th Floor, Informal Chamber

I. Chair DuBois called the meeting to order at 3:05 p.m.

II. Approve February 2017 Minutes:

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

III. New Board Members:

Traci Palmer, Kevin Greim and Jeremy Neinkamp were introduced as new board members. They gave a brief background of themselves and were welcomed.

IV. Staff Engagement Report:

The Board had no discussion on the February 21–March 20, 2017 Engagement Report which was emailed in advance of the meeting.

V. FY18 JCVB Grant Application:

Mr. Tuttle presented the board with final changes to the FY18 JCVB Grant Application, particularly the adjustments to the scoring weights and changes to illegible marketing practices. The applications will be made public on Wednesday, April 19th. In reviewing the applications timeline, Chair DuBois brought up that the board's application review date is Tuesday, July 18th, the same date teams for the Premier Baseball Tournament arrive. Following discussion and since the 18th date had not been made public, it was agreed upon to hold the grant application review on Monday, July 17th. Mr. Tuttle will amend the applications.

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VI. Tourism Master Plan:

Mr. Tuttle walked the board through his proposed slide deck for presenting the Tourism Master Plan concept to City Council. The presentation will take place after the Vision 2022 committee has made their final report to council. The board suggested Mr. Tuttle test the information out on civic leaders and business leaders would could be potential convention/trade show clients.

VII. Having no further business before the Board, Chair DuBois adjourned the meeting at 4:20 p.m.

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Respectfully submitted for the secretary by Patrick Tuttle.

Bob Kluth
Secretary

Patrick Tuttle
JCVB Director

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DATE: March 21, 2017

TO: Members, Joplin Convention & Visitors Bureau Advisory Board

FROM: Erin Slifka, Director of Sales

SUBJECT: ENGAGEMENT REPORT – February 21, 2017 – March 20, 2017

MEETINGS/EVENTS/SHOWS ATTENDED BY THE JOPLIN CVB

Jefferson City Capitol Days on Tourism – Erin Slifka, DOS / Patrick Tuttle, Director
February 22-24, 2017
During Capitol Days on Tourism we met briefly with State Legislatures regarding tourism matters. While in Jefferson City we also met with Judy from MO Trucking Association. The Association hasn't signed their 2018 contract and are willing to consider Joplin depending on the DoubleTree's status. Our other meeting was with Missouri Special Olympics they are in the process of restructuring some of their programs and are ready to bring some events back down to Joplin. This would need to be a partnership between both JSA and JCVB to bring the group back to Joplin. Susan with Missouri Special Olympics has requested that I call her at the end of March.

Travel South Domestic Route 66 Experience Joplin Visit
March 9-11, 2017
A total of 16 group tour operators, The group visited the following establishments; Keltoi Wine for a tasting, live entertainment by Ozark Bards and a catered meal by Red Onion Café, Candy House, Carthage, Joplin City Hall, brief driving tour, Joplin History and Mineral Museum completed with Dinner at 609. The group will be overnighting at Drury Hotel in Joplin. The overnight stay is being paid for by the Missouri Division of Tourism. The Joplin CVB will cover the cost for the meals in Joplin, attractions and entertainment.

Travel South Domestic Famous Faces & Open Spaces Journalist Experience Joplin
March 10-11, 2017
This was a group of 6 travel writers, focusing on Famous Faces & Open Spaces in the SW Missouri region. The group will be visiting George Washington Carver National Monument, Carthage, MO, Joplin History and Mineral Museum, City Hall, Cunningham Park, Grand Falls and Wildcat Glades, the group overnighted at the Homewood Suites and dined in Wilder's Steakhouse and Mary Lee's Café.

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This Experience was paid for by the Missouri Division of Tourism. **Two of the journalists on the fam were editors for tour and travel magazines we advertise in**

Travel South Domestic Route 66 Journalists Experience Joplin
March 11, 2017
This is a group of 10 travel writers who will be focusing on the regions Route 66. While in Joplin the group spent time at the Candy House, Joplin History & Mineral Museum, Joplin City Hall, Route 66 Mural Park, and Cunningham Park. The costs of this tour were covered by the Missouri Division of Tourism. The Joplin CVB assisted with the writing of the itinerary along with escorting the group while in Joplin.

Travel South Domestic, Branson, MO – Erin Slifka, DOS
March 12 – 15, 2017
This is a reverse style trade show with 5-minute scheduled appointment. Joplin CVB booth shared with Pulaski County and Springfield, MO CVB, our theme was Missouri Route 66. We had a total of 53 appointments (9 journalist, 25 tour operators), 34 of the appointments were new connections. Prior to the beginning of the show we hosted 3 Familiarization tours (See details below). The operators we met with are looking for unique/different destinations and are now more open to doing hub and spoke style itineraries along with shortening their time in destinations like Branson and spending an extra night in a nearby destination. The journalists were also looking for topics of food, shopping, history and winery. Our greatest opportunity for exposure will be with in the food scene. Patrick and I will be working with the state to set up future visits with journalists who have expressed interest in returning to Joplin.

Erin Slifka