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JOPLIN
CONVENTION & VISITORS BUREAU

JCVB- Advisory Board Meeting
Minutes
April 18, 2017

Attendees: Sec: Bob Kluth, Ginger LaMar, Mike Wilson, Miranda Comer, Traci Palmer, Kevin Greim and Mike Greninger

Absent: Chair: Denise DuBois, Lynn Weathers, and Jeremy Nienkamp

Staff: Patrick Tuttle, Erin Slifka and Donna Miller

Guest/Focus Group: Jim Heaney, George Washington Carver National Monument; Bryan Martin, 4-State Trucks; Morris Glaze, Standard Transportation; Lori Jones, Joyful Hearts Conference; John Hipple, Sign Designs; Zac Kelly, ACJ International, and Jeff Wellman, National Association of Health Care Assistants

Location: Joplin City Hall, 5th Floor, Informal Chamber

I. Sec: Kluth called the meeting to order at 3:05 p.m.

II. **Approve March 2017 Minutes**:

Mr. Greim motion to accept, Ms. LaMar second, unanimously approved 7-0.

III. **Review of the 2016 VISA Vue International Report**

Mr. Tuttle walked the board through the 2016 VISA Vue International Spending report. St. Louis, Kansas City, Hannibal and Joplin participated. The study monitors spending by international guests who make their purchase using their VISA credit card, within our primary ZIP Codes. Though visitors from Canada dominated our international market (12,400 visitors, spending $1,316,974) in total Joplin recorded 19,085 visitors from 107 countries who spent $5,347,481 in our community. Missouri Division of Tourism has asked VISA Vue for a comparison between St. Louis and Joplin findings in regards to their Route 66 spending. If any results are produced they will be presented at a later meeting.

IV. **Independent Tourism Study:**

Mr. Tuttle presented his slides and data in support of Council Bill 2017-604, the agreement with Design Workshop to develop the Independent Tourism Study. Following his run-thru, comments were welcomed from the focus group of local business leaders. Their input was discussed with board members and direction was given to Mr. Tuttle to enhance the presentation. The presentation is on the agenda for the May 1st Joplin City Council meeting.

V. **Roles & Responsibilities:**

Mr. Greninger raised the question about a review of the Advisory Board's role & responsibilities. Mr. Tuttle directed their attention to the front pages of their books, and the copies of the 2 city ordinances which reflect some duties of the board. The ordinances are vague in regards to Roles & Responsibilities. It was suggested having the City Attorney attend the May meeting to discuss this subject. The motion was made by Mr. Greninger, second by Mr. Kluth, unanimously supported 7-0.

VII. Having no further business before the Board, Sec: Kluth adjourned the meeting at 4:50 p.m.

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Respectfully submitted for the secretary by Patrick Tuttle.

Denise DuBois
Chair

Patrick Tuttle
JCVB Director