Joplin Convention & Visitors Bureau
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JCVB- Advisory Board Meeting
Minutes
April 19, 2016

Attendees: Co-Chair Denise DuBois, Tom Mourning, Eric Cerini, Eric Crosswhite, Jason Miller, Ginger LaMar, Mike Wilson, and Bob Kluth

Absent: Chair-Rob Lawrence, Dave Crocker and Glynn Knight

Staff: Patrick Tuttle, Erin Slifka, Donna Miller, Carrie Puffinbarger

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

I. Call to Order:
Co-Chair DuBois called the meeting to order at 3:02 p.m.

II. Financials:
Mr. Tuttle provided the board with the latest Lodging Tax Report.

III. Marketing and Leads:
Ms. Miller presented the month leads and mailing activity. She reported the in March an increase for Visitor Guide picked up considerably over January and February.

IV. Director of Sales Report:
Ms. Slifka, reported that rooms for the Recovery Summit portion of the Joplin Proud remembrance are being tracked. The D-Mort conference will be held in Joplin this year, marking the first time this organization has returned to Joplin since the 2011 tornado. The CVB has submitted a bid for the 2017 Missouri Governor's Conference on Tourism, with a selection expected sometime in April.

The Harley Owners Group (HOG) is moving from a state rally. They are looking at August 2017, following Premier Baseball and Marian Days ideally. A site visit is scheduled for May. The barber shop quartets, heart of America Square Dancers Association, target accounts for the MAAAA and MSA, ruled a scavenger hunt for all lodging in the city lodging tax. Tripadvisor, already appropriated, and new upgrades allow for new content to go online videos photos article content. Bus motor church conference upcoming.

III. Directors Report:

Mr. Tuttle presented to the board the Missouri Division of Tourism (MDT) VISAVUE report for 2016. 4 Missouri communities at a time participate in this reporting. VISAVUE is the international version of the VISA credit card. This reports tracks spending by international travelers (by their home country) at businesses within our ZIP Code range. Joplin will be one of the 4 communities tracked started in 2017. Periodic reports, showing total dollars spent by country, will be provided.

Mr. Tuttle asked for the Board's intent as far as moving forward with Destination NEXT and TwoSix Digital survey data. It was agreed a Tourism Master Plan is needed. Ms. LaMar suggested a facilitator should be hired to assist in the process. After some discussion she made her suggestion into a motion, Mr. Crosswhite seconded, board voted in the affirmative to proceed.

From the discussion is was further suggested that staff reporting be sent out electronically in advance of the meeting and what the members saw needed deeper discussion could be brought up during a meeting. Otherwise, the majority of the meeting should be devoted to advancing the Tourism Master Plan. Mr. Crosswhite made this into a motioned, seconded by Mr. Mourning, board voted in the affirmative to proceed. Mr. Tuttle reminded the Board that the June meeting required FY17 Budget discussion and the July meeting was dedicated to the Grant Selections, so the new format would take place starting with the August meeting.

Mr. Tuttle reminded the board that Tuesday, July 12th is the date for the all-day FY Grant Application review. Please mark your calendars for 8:00 a.m. to 4:00 p.m. He will provide more details once the June 23rd application submittal date passes and he knows how many applicants there will be.

V. Motion to adjourn by Mr. Crosswhite, second by Mr. Mourning, meeting adjourned 4:09 p.m.

Respectfully submitted by Tom Mourning, Secretary.

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Ginger LaMar
Acting Chairperson _____

Patrick Tuttle
JCVB Director _____