JOPLIN
CONVENTION & VISITORS BUREAU

602 S. Main, Joplin, Missouri 64801 | 417. 625.4789 | Fax: 417. 624.7948 | www.visitjoplinmo.com

JCVB - Advisory Board Meeting
Minutes
June 16, 2015

Attendees: Rob Lowrance, Mark Lynch, Paula Callihan, Dave Crocker, Mike Wilson, Tom Mourning and Denise DuBois

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

Absent: Fran Spencer, Cheryl Fields, Vance Lewis, Ginger LaMar

Location: Meeting Held in the City Hall, Basement Conference Center

I. Called to Order:
Chairman Lowrance called meeting called to order at 3:03 p.m.

II. Approve May 2015 Minutes:
Mr. Wilson motion to approve minutes, Ms. Callihan second

III. Review Financials:
Mr. Tuttle informed the board June is midway through the fiscal year and the budget estimates are on track. Tax receipt are holding strong entering into the busy month for activities. New computer for the intern station have been installed and the 2 new tablets are in use.

IV. Marketing/Lead Traffic Reports:
Ms. Miller reports that Visitor Guide requests are down, Midwest Living is doing very well and receiving many leads. Ms. Slifka and Ms. Miller are working to optimize the Marketing report. Mr. Tuttle added that Route 66 maps have been acquired for new inquiries. Mr. Lowrance asked if the JCVB works with other agencies for marketing materials regarding Route 66. Ms. Slifka responds that many groups are learning to tie together various reports from hotels and marketing for Route 66 cities. Mr. Tuttle noted there isn't a true unified Route 66 travel organization for reporting.

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Ms. Puffinbarger shared the latest *Bing* and *Google* reports showing a strong social media usage. The current statistics show 23,584 post reach as of this week, due to promotion of JoplinMoLife blog article. She suggested board members share CVB post to help expand the social media reach. In addition, VisitMO.com is posting images from the Eagle Drive-which originally appeared in *Feast Magazine*. Both are good exposures for Joplin.

V. Director of Sales Report:

Ms. Slifka updated the board that this month two hotels and the Joplin convention center participated with sales calls to the Jefferson City market. There they had she had 12 scheduled appointments. Ms. Slifka reports of the bid for the Missouri Parks and Recreation 2017 conference, place for Joplin. The Missouri Association of Community Action, is considering final approval for Southwest Missouri, including Branson, Springfield, and Joplin. This would be a 3-day event with the potential of 150 room nights.

The Association of Missouri Electric Cooperatives booked a Joplin experience site tour, for 3 meetings July 16th-17th, including a walk-through during the Third Thursday. Ms. Slifka then shared news of the Missouri Chamber of Commerce and Industry is a potential lead for a bid opportunity for Joplin. Ms. Slifka explained that the biggest industrial competitor for Missouri is North Carolina, and the MOCCI is an important player in growing job economy in Missouri.

She also reported the Missouri Hog Rally, and will meet Friday with the event holders to learn more about the bid process for Joplin to host the 2017 state HOG rally.

The Missouri Republican Convention selected Branson for their 2016 convention site; hotel renovations were considered and played a part in the decision not to host the event in Joplin, as well as inability to host the event in a single convention facility.

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VI. Director's Report:

Mr. Tuttle notified the board of the contract with Paragon went to council for approval, and is pending the 3rd reading at the July 7th meeting. Mr. Tuttle said they were anticipating some changes with the website in the CivicPlus was adding some new features. In preparation for a new web site Mr. Tuttle will write an RFP. Adding a mobile friendly platform is paramount.

Mr. Tuttle updated the board that the wayfinder sign are almost all installed. He added, a future Mr. Tuttle project for tourism wayfinding could be assisting the Museum with updating the walkable historical trail markers. Some have been in place since 1973 and are dated and aged.

Mr. Tuttle reminded the board that July 21st is the date for the next JCVB meeting which will be an 8:00-4:00 meeting. The grant application deadline in June 26th.

Ms. Callihan motions to adjourn the meeting, Mr. Lynch second, motion passed, meeting closed at 4:01 p.m.

Respectfully submitted by Tom Mourning, Secretary.

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Denise DuBois
Board Co-Chairman _____

Patrick Tuttle
JCVB Director _____