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 21, 2016

Attendees: Ginger LaMar, Dave Crocker, Bob Kluth, Eric Crosswhite, Glynn Knight and Mike Wilson

Absent: Tom Mourning, Rob Lawrence, Denise DuBois, Jason Miller

Staff: Patrick Tuttle and Erin Slifka

Guests: Bridget Carlton with Residence Inn, Mike Greninger with LaQuinta, and Jim Heaney and Randal Becker with George Washington Carver National Monument.

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

I. Call to Order:
Acting Chair LaMar called the meeting to order at 3:02 p.m.

II. Approve of Minutes:
Mr. Tuttle presented the following meeting minutes for Board review/approval:
January 2016 (TwoSix Digital marketing review), February 2016 (Destination NEXT workshop), and April 2016. There was no scheduled March meeting, and a May meeting was not conducted due to a lack of quorum.
Mr. Wilson motion to accept all, Mr. Crocker second, unanimously approved.

III. Financials:
Mr. Tuttle provided the board with the Lodging Tax Report, through April 2016.

IV. Director of Sales Report:
Ms. Slifka updated the board on the received leads that the Joplin CVB facilitated to the Joplin hotels during the month of May. Quality Check Theories required meeting space and hotel rooms under one roof. Based on the groups requirements the LaQuinta Inn & Suites was the only property that could meet the client's needs and was able contract the group. The three other leads are for 2017 and went out to multiple hotels. Sunrise Tours will be overnighting in Joplin, September 26-27, 2017 this is a leisure bus group offering a Route 66 trip. Sunrise Tours did a day trip and lunch in Joplin on April 2016. The other two leads were from Missouri Department of Tourism for the Travel South Domestic Familiarization tour. This is a two-day tour bringing in tour operators and journalist attending Travel South Domestic Showcase in Branson, MO. Ms. Slifka will be hosting the fam tours and will be attending the show for the 3rd time.

Ms. Slifka reported on the rooms pick up from the Disaster Recovery Summit. The Joplin CVB sent out the lead to all Joplin hotels. The Disaster Recovery Summit organizers committed to the LaQuinta Inn & TownePlace Suites. Erin was able to secure pick up from one property who reported a total room night pick up of 83 room nights.

Last month (May) Erin spent time with the Harley Owners Group selection committee taking the group to different sites to host the 2017 Harley Owners Group in Joplin, MO. She received an update from the group they will not be recommending Joplin as a site for the 2017 event due to the current facilities in Joplin. With the event center not being updated and sustainable to host concerts and the DoubleTree not being able to commit to a completion date. Ms. Slifka went onto share a list she prepared of turndowns and/or lost pieces of business that she has documented since she began at the CVB in February 2014. Attached to her Director of Sales reports is a collection of turndowns and sales call notes from organizations who have expressed interest in bringing business to Joplin. She expressed this has been put together to make the board aware of the challenges our market encounters when bidding on business. Joplin can continue to be a destination that hosts craft shows and gun shows or we can elevate Joplin to host conferences, annual conventions, galas, gun shows, craft show, and dog shows. Convention business is the base; it will place compression in the market which leaves all other business as icing on the cake. Erin hopes that the board will keep this information on hand as the group decides how they would like to see the destination move forward.

III. Directors Report:

Mr. Tuttle presented his FY17 Budget recommendations to the board. He will meet in July with the Finance Director and the City Manager before the entire City Budget goes through a public hearing, then on to the City Council. Fiscal Year 2017 begin on November 1, 2016.

Regarding the development of a Tourism Master Plan, Mr. Tuttle informed the board he had received information from two potential facilitators and is waiting for information from a third. After some discussion, once we have the formal bids in, members of the board agreed they would like to have a telephone interview with each of the potential candidates to learn more of their process and what the final outcome will look like. It was agreed we need a strong document to base future action upon, not just and exercise in learning more of what we already know.

Mr. Tuttle informed the board that City Council had approved the measure to rename Hearnes Boulevard back to South Main Street. This will be effective on July 10, 2016. At the same time, the application to name the 249-Bypass in honor of the late Governor Warren E. Hearnes will be filed by the CVB on behalf of the City of Joplin. A request for MSSU to co-sponsored the application has been asked. The process is awaiting approval from the university's Board of Governors.

Mr. Tuttle reminded the board that Tuesday, July 12th, Grant Application review, from, 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. Kluth, meeting adjourned 4:04 p.m.

Respectfully submitted by Tom Mourning, Secretary.

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Denise DuBois
Co-Chairperson _____

Patrick Tuttle
JCVB Director _____