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
September 20, 2016

Attendees: Chair: Denise DuBois, Co-Chair Eric Crosswhite, Sec: Bob Kluth, Dave Crocker, Mike Wilson, and Miranda Comer

Absent: Chair: Jason Miller, Ginger LaMar, and Tom Mourning

Staff: Patrick Tuttle, Erin Slifka, Carrie Puffinbarger, Donna Miller, Intern Dylan Schwartz and Intern Brandy Estell

Guests: Bridget Carlton with Residence Inn, Mike Greninger with LaQuinta, and Malorie Howard, TownePlace Suites

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

I. Call to Order:

Acting Chair DuBois called the meeting to order at 3:06 p.m.

II. Introduction of New Members:

The board welcomed Miranda Comer to the advisory board. Miranda is the General Manager of the Joplin Towneplace Suites. Brandy Estell was welcomed by the board. Brandy is an MSSU intern who graduates in May 2017.

II. Election of Officers:

With the changes in the Advisory Board makeup, officer elections were held to complete the 2016 meeting year. Denise DuBois was nominated and voted in as Chair, Eric Crosswhite was nominated and voted in as Co-Chair, and Bob Kluth was nominated and voted in as Secretary. Election for the 2017 meeting calendar will be conducted at the December 2016 meeting.

II. Approve of Minutes:

No minutes to approve. There was no August 2016 meeting, and the minutes from the July 2016 Grant Application review was previously reviewed and sent to City Council prior to July 31st.

III. Discussion regarding staff Engagement Report (emailed in advance of meeting):

No comments on the material emailed in advance of the meeting. Board members did express they appreciated the opportunity to read the updates ahead of the meeting.

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IV. RFP Exercise and Discussion of Tourism Master Plan:

To move forward with an RFP for hiring a consultant to develop a Tourism Master Plan the Board was presented with an exercise to better understand the dilemma of trying to place meetings and conventions. The Board was given an RFP the CVB recently received from the Missouri Tourism Council, seeking bids for their 2018 Missouri Bank Travel Exchange. The Board was given the RFP and a copy of the floorplan from the 2017 meeting. Mr. Tuttle walked through some of the details of the request and asked the board to qualify this event for Joplin; if so, where, or to decline the request. Ms. Slifka served as the client to answer any specific questions.

The exercise sparked good questions and discussion from the members, and was done to show how Joplin's limited meeting space is becoming a critical factor in meeting hotel demand. The Bank Travel Exchange event is the size of meetings the Joplin market should be able to support. Ms. Slifka turned it down earlier in the month.

Mr. Tuttle presented the board with Tourism Master Plan (TMP) and Tourism Strategic Plan examples. In formulating the wording for the RFP, staff has had conversation with 3 potential consultants. They all communicated that what the final outcome of any TMP will look like is determined by what the agency intends to do with the information – build their own projects, encourage private growth or seek private/public partnerships.

After Board discussion, Chair DuBois proposed a work session to specifically consider the language for the "scope of work" for the RFP. This would allow the members to read through the sample documents that were provided. The board agreed to meet Monday, September 26, 2016 at 9:00 a.m. at Homewood Suites. Mr. Tuttle will post the meeting notice.

V. Motion to adjourn by Mr. Crooker, second by Mr. Crosswhite, meeting adjourned 4:06 p.m.

Respectfully submitted by Patrick Tuttle, for the secretary.

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Denise DuBois
Board Chair

Patrick Tuttle
JCVB Director

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JCVB- Advisory Board
Work Session Minutes
September 26, 2016

Attendees: Chair: Denise DuBois, Co-Chair Eric Crosswhite, Sec: Bob Kluth, Dave Crocker, Mike Wilson, and Miranda Comer

Absent: Chair: Jason Miller, Ginger LaMar, and Tom Mourning

Staff: Patrick Tuttle, Carrie Puffinbarger, and Donna Miller

Guests: Mike Greninger with LaQuinta, and Christopher Byer, Hilton-Garden Inn

Location: Homewood Suites by Hilton, 2642 E. 32nd Street, Joplin

I. Call to Order:

Chair DuBois called the meeting to order at 9:04 a.m.

II. Discussion about the Scope of Work and RFP for Developing a Tourism Master Plan (TMP).

After discussion of the material presented at the September 20th meeting, and some clarification, the rough draft for the Description of Work for an RFP is below. Mr. Tuttle will work through these with colleagues who have been through the TMP process and refine. The Board will further discuss at the October meeting.

To seek a study that assess the greater Joplin tourism market, and its events and attractions which have a direct impact on the demand for the hotels within the Joplin tax-base.

- *What do we have – infrastructure, lodging, restaurants, attractions and events*
- *What could we do better?*
- *What items should we focus on?*
- *What tourism entities should we be going after?*
- *Where are we wasting our time?*
- *What is low hanging fruit, what will require private/public partnerships?*
- *How can we extend an overnight guest into a multi-day guests?*
- *How can we get travelers along historic Route 66 stay longer in the Joplin market?*
- *How would more, adequate meeting, event and/or convention space make an impact?*
- *Leisure and transient travelers are impacting our hotels and restaurants; how can we get them to have a greater impact on a taxes?*
- *Where have we been successful, what is needed, in making Joplin a destination?*

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III. Motion to adjourn by Mr. Crosswhite, second by Mr. Wilson, meeting adjourned 4:06 p.m.

Respectfully submitted by Patrick Tuttle, for the secretary.

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Denise DuBois
Board Chair _____

Patrick Tuttle
JCVB Director _____