Joplin Convention & Visitors Bureau
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JCVB Advisory Board Meeting
Minutes
October 22, 2019

Attendees: Chair: Mike Wilson, Sec: Miranda Comer, Denise DuBois, Bob Kluth, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, Mike Greninger, and Crystal Albright

Absent: Kevin Greim and Erin Slifka

Staff: Patrick Tuttle and Kerstin Landwer

Guests: Jim Heaney, George Washington Carver National Monument; Pete Hall, Residence Inn, Debbie Woodin, Joplin Globe and Ty Parks, KOAM TV

Location: Joplin City Hall, 5th Floor Informal Chamber

I. Chair Wilson called the meeting to order at 3:00 p.m.

II. **Approve of Minutes:**

Ms. DuBois motioned, Mr. Nienkamp second, to approve the minutes from the September 2019 meeting, unanimously approved 9-0-2.

III. **Around-the-Table Updates:**

Ms. DuBois said the exterior signage for the new, *Home 2 by Hilton* have been installed and look great. Still no confirmed opening date.

IV. **Update regarding CVB / JSA / SWMLA Discussions:**

Preceding the proposal Chair Wilson commented on the importance of working together to strive for unity, trust, and transparency for the economic, cultural, and social well-being of Joplin in the pursuit of tourism, and a tourism venue becoming a reality. He further commented that it is critical to leave history, personal bias, and hidden agendas at the door.

Chair Wilson then presented a-proposal with several recommendations for the board's considerations. Many of these recommendations are due to inconsistencies in the application of the municipal code and inconsistencies of some CVB AB procedures, with interpretations where necessary by a higher legal authority. A formal presentation, item by item, and reasoning behind the proposal was NOT made by Chairman Wilson as the motion to table for further consideration was made by Mr. Greninger and seconded by Ms. Dubois and approved by the board.

Chair Wilson clarified that with CVB board's approval this effort came out of several meetings over a two-month period between himself, Mr. Roger Doman, JSA Chair, and Mr. Pete Hall president of the SW MO Lodging Association. They suggested a collective list of recommendations to the CVB Advisory Board. The intent of the proposal is to create a healthy working relationship with CVB AB, SWMLA, and JSA to gain approval of a 2% increase in the lodging tax from 4% to 6% in the pursuit of a tourism venue that the three entities can agree.

Some discussion followed regarding a recommendation focused on the collaboration of the three named entities in recommending the City to conduct a valid tourism study to be performed by an accredited industry professional to determine the viability of various types of tourism facilities. Chair Wilson voiced concern about the validity of the March 15, 2018 Independent Tourism Study there was insufficient financial analysis or lack of financial data in supporting their recommendations. Additionally, it was stated in the Study "not enough information had been collected to determine if an indoor sports facility would be a good investment for Joplin." Mr. Tuttle clarified that financial analysis was not in the RFP. Final recommendation of the tourism study as to the type of tourism facility will be supported by the three organizations; JCVB AB, JSA, and SWMLA.

Brief discussions were upon City Council's approval that these organizations are committed to advance to the Missouri Legislature and return to Joplin for a taxpayer election in supporting a 2% lodging tax increase for the purpose of developing a tourism facility. This outcome reflects their goal of working together in good faith effort free of politics, preconceived agendas and past differences.

Chairman Wilson and Mr. Hall discussed some of the points of the proposal, but not in detail. Mr. Hall said his executive board had approved the language of the letter. Chair Wilson said the JSA Board would vote during their November meeting.

Mr. Greninger asked for clarification from the actual city code. Mr. Tuttle reference a memo he prepared as part of the June Minutes - which a copy was in each board member's meeting book. Ms. Comer asked why specific sections were in question. Mr. Nienkamp and Ms. Weathers questioned what was broken and in need of fixing. Mr. Nienkamp added that in his 3 years on the board there had never been a conflict relating to the items in question. Ms. Palmer, Mr. Nienkamp and Mr. Greninger collective asked for more time to study this, since this was the first time the board had seen the content.

Ms. Albright and Ms. DuBois added to the conversation that this effort was to reach common ground amongst the organizations.

Mr. Greninger motioned to, "Review the proposal as presented by Chair Wilson for further discussion / amendments ahead of some course of action at the November board meeting", Ms. DuBois second, unanimously approved 9-0-2.

V. **Grant Funding:**

Mr. Tuttle updated the board on two projects related to grant & wayfinding funding.

Per a request from the board, Mr. Tuttle continues to reach out to St. Mary's Catholic Church regarding improving the site of the former church and school destroyed in the 2011 tornado. The location of the cross is of interest to guests visiting Joplin and tells an important story. In a conversation with Father Joe Weidenbenner, he stated the church is, "doing some preliminary work to get ready to create a permanent concrete base for the Cross which will be our first step. I am waiting to get bids for that work and hope it will take place this winter. Once this has been done, we can move forward. If there is still interest, we might get together in a month or so to talk landscaping and a memorial marker dedicated to all who lost their lives." Mr. Tuttle will continue communicating with the church.

Mr. Tuttle also informed the board of a meeting with Downstream Development Authority (DDA) regarding a joint effort to improve the Tri-State marker location, this site borders the Joplin city limits and tribal land. This meeting was to reopen prior discussions and will continue. For starters, the CVB will work on concepts for improving the directional and informational signage, while the DDA will look at road and turn-around improvements.

VI. **Budget Update:**

Mr. Tuttle presented the CVB Budget as of October 4th.

VII. **2020 Officer Elections:**

Chair Wilson reminder the board that officer elections for the 2020 calendar year need to be conducted at the November meeting. His term on the board will expire in May 2020 so his chairmanship will be completed in December. He asked each member of the board to consider serving as officers.

VI. Having no further business before the Board, Chair Wilson adjourned the meeting at 4:02 p.m.

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1 Attachment: Draft letter.

Respectfully submitted by Secretary Comer.

Mike Wilson
Chairman

Miranda Comer
Secretary