JOPLIN CELEBRATIONS COMMISSION

Meeting Minutes – Tuesday, November 3, 2020, 4pm
Location: Joplin City Hall, 5th Floor Study

Attended: Patrick Tuttle, Lori Haun, Ann Leach, Dr. Diane Reid Adams, Dr. Kerry Sachetta, Barbara Hogelin, Wally Bloss, Paula Callihan, Dr. Chad Stebbins, Brad Belk, Ms.Betty (via phone), Susan Adams (via phone)

Absent: Chris Wiseman, Christina Matakel-Gibson, Paula Baker, Abbey Surbugg, Emily Frankoski, and Dr. Tracy Godfrey

Guests: Ben McNelly from Full Bore Studios

I. **Meeting Called to Order by Mr. Tuttle**
   a. Mr. Tuttle stated that he gave an update to Joplin City Council about what we're all working on; Dr. Reid-Adams said that Council was impressed with what's going on

II. **Approval of Minutes**
   a. Motion made by Ms. Callihan to approve the October 2020 minutes, seconded by Dr. Stebbins seconded, and unanimously approved.

III. **Iris Gardens**
   a. Dr. Reid-Adams stated that two new planting locations were added: the entrance to Joplin Regional Airport and the mansion at MSSU
   b. Ms. Smith asked if we could plant irises at the gateways to Joplin's city-owned cemeteries (Parkway, Osborne, Fairview, and Forest Park). Mr. Tuttle said that he'll ask Paul Bloomberg, director of Parks, who maintains the cemeteries.
   c. We've sold 22 iris cookie cutters to date
   d. Dr. Reid-Adams said that we are finished planting for the year.

IV. **Heritage Trail**

a. Dr. Stebbins said that he sent the storyboard write-up about The Osage to Mr. Tuttle who said that he sent it to Dr. Hunter with The Osage Nation for approval and asked her to provide imagery for the storyboard.
b. Dr. Stebbins and Mr. Belk said that it might be better to put as many storyboards as possible over on the trail at Landreth Park. This would make the storyboards easily accessible by people wishing to walk the trail (and provide a safe place for people to park). The Landreth storyboards will likely be finished before the others.
c. Brad said that all of the storyboard narratives are done and that Christina Williams, who is designing the boards, already has what she needs and perhaps she can come for a show and tell for out next meeting.
d. Mr. Tuttle distributed a handout about a wayside exhibit. He said that we need to do our due diligence on where to arrange the storyboards so it all makes sense and that we should include the preservation commission and the Parks board in on that discussion and decision.
e. Discussion about whether we could get the first five storyboards signs in the ground in 2021 (as part of the MO Bicentennial) to kick the project off.
f. Ben McNelly from Full Bore Studios gave a presentation about technology that could be incorporated into the signs so they would have a virtual component. This technology goes beyond making sure the storyboards are graphically pleasing, ensuring longevity while giving people a reason to want more information. Install an app on your phone, much like how you would to scan a QR code, but when you use your phone to look at the storyboard, an overlay of visual data appears. You can do things that highlight points of interest, show a traditional layout of a site, and render and visualize different things. You can offset the cost of the application by having a sponsor area and have different sponsors for each wayside and they can have dynamic content that they can change. Also, easy for us to update and change content. The idea is that these become a dynamic way for us to introduce audio and video, which would also be helpful to people who may have impairments. Someone with basic Microsoft Word skills can put things together or a design firm can work up 3D models able to be touched and rotated on the screen. It works like this because it's pixelated off of an image rather than a QR code.
g. Discussion about Mr. McNelly's presentation
    i. What do we have to do to build an image? There has to be at least one photo that offers enough complexity to do it or an overlay of graphics to provide a distinct contrast. A logo in the corner of each photo could work.
    ii. Mr. Bloss asked what type of data could be collected? Only the analytical data that we need. Usage is anonymous. Basic analytics, so we could know which storyboards are visited/scanned the most, etc.

iii. Mr. McNelly said: They have filters for different things so you can choose which is appropriate for your situation/audience. Someone with no training who can upload pictures to Facebook can set it up. People see the initial filter that you set up, but you can have others associated with that so they can change it to something else, a "You Are Here" map for example.

iv. How do you secure the name for an app? Unfortunately, not like a domain name, but based on the IP and them not being the same. First come, first served. Mr. McNelly suggested that we look at domain names because ownership of pre-existing domain names helps.

h. Patrick will get the prices for all of the different sizes of signs.

V. **Missouri Bicentennial**

a. No update.

VI. **Joplin's 150th**

a. Mr. Belk said that Dr. Stebbins agreed to premier his book on March 23, 2021 for Joplin's birthday. Site TBD.

VII. **Announcements/FYI**

a. Ms. Smith said that an article may be in the Joplin Globe on Sunday about Memorial Hall and that the letter she wrote regarding who performed in Memorial Hall would arrive soon (see email attachment for article).

b. Our next meeting is on Tuesday, December 1, 2020 at 4pm on the 5th floor of City Hall.

c. We will NOT meet in January.

VIII. **Meeting Adjourned**

Approved: _____
Jill Sullivan, Secretary

Approved: _____
Patrick Tuttle, Co-Chair