Joplin Convention & Visitors Bureau
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JOPLIN
CONVENTION & VISITORS BUREAU

JCVB- Advisory Board Meeting
Minutes
November 15, 2016

Attendees: Chair:	Chair Denise DuBois, Co-Chair Eric Crosswhite, Sec. Bob Kluth, Dave Crocker, Mike Wilson, Ginger LaMar, and Miranda Comer
Absent: Chair:	Jason Miller and Tom Mourning
Staff:	Patrick Tuttle, Carrie Puffinbarger, Donna Miller, Interns Dylan Schwartz and Brandy Estell
Guests:	Jim Heaney and Randal Becker with George Washington Carver National Monument, and Mike Greninger with LaQuinta
Location:	Joplin City Hall, 5th Floor, Informal Chamber

I. Call to Order:

Chair DuBois called the meeting to order at 3:02 p.m.

II. Approve of Minutes:

Approval of the minutes for the monthly meeting and RFP workshop, both held in September 2016.

Mr. Wilson motion to accept both, Mr. Crocker second, unanimously approved.

III. Discussion of the final wording of the Tourism & Hospitality Master Plan (THMP) RFP:

Mr. Tuttle the Board with copies of the final version of the THMP RFP. Due to the depth of the scope of work, this version of the RFP is more detailed than a typical RFP. Options are built in for the Advisory Board to conduct phone interviews with bidders prior to making a final selection. Because the work has been expanded, the cost for the plan may exceed what was initially budgeted, so the final selection and budget amendment will require Council approval. Bid will be due into the CVB by December 21st with work on the Strategic Plan beginning in January. (a copy of RFP is attached).

IV. Training for the Board members on how to read the STR (Smith Travel Reports):

Ms. Miller led the discussion, with assistance from Chair DuBois, Mr. Kluth, and Ms. Comer on how to read the weekly STR reports that will be emailed weekly. These reports are a snapshot of how the hotels in the Joplin tax-base are performing over the reporting week, plus offer a year-over comparison. Taking into account events, holidays and other regional impacts, the reports will help in understanding fluctuations in the market and demand.

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V. Conference Reports:

Ms. Puffinbarger provided an update on the E-Tourism conference she attended in San Francisco, CA. There she presented an overview of *The Joplin Undercurrent* photo novel project and how it was used to market Joplin as a destination through this new medium. Additionally, she learned new techniques and coming practices within digital marketing.

Mr. Tuttle provided an update on the Bicycle Tour Network conference he attended in St Pete, FL. He met with multi-state cycling tour operators, event organizers and other tourism destinations. The interest in cycling all of Route 66 continues to be of interest.

Ms. Slifka was absent, attending the next level of her C.M.D.E. certification training in Dallas, Texas.

VI. Motion to adjourn by Mr. Crooker, second by Ms. LaMar, meeting adjourned 3:45 p.m.

Respectfully submitted by the secretary, Bob Kluth.

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Denise DuBois
Board Chair

Patrick Tuttle
JCVB Director