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JCVB Advisory Board Meeting

Minutes

November 15, 2022

Attended:	Chair: Jim Cullumber, Co-Chair: Mike Greninger, Sec: Josh Shackles, Pete Hall, Miranda Comer, Kevin Greim, Alisha Conner, John Starchman, and Councilwoman Christina Williams
Absent:	Erin Slifka, Deena Beckham-Richardson
Staff:	Patrick Tuttle, and Kerstin Landwer
Guests:	None
Location:	Joplin City Hall, 5th Floor Study

I. **Call to Order**:

Chairman Cullumber called the meeting to order; time 3:05 p.m.

II. **Introduction of new board member**:

Chairman Cullumber introduced John Starchman, Red Onion, as a retail representative.

II. **Approve September 2022 Minutes:**

Mr. Greim motioned to accept, and Ms. Conner, second, unanimously approved. There were no October minutes due to a lack of quorum.

III. **Tourism Venue Needs Assessment:**

Mr. Tuttle informed the board that interviews with the three candidates would be held via Zoom on Friday, December 9th. Following a selection, the contract would go to the city council for approval, and the study would begin in February.

Mr. Tuttle added that an RFP for a Visitors Profile will be sent out the first week of January. The first $22,500 of the study will come from state funding.

IV. **Visitor Center Volunteer Program**:

Mr. Tuttle updated the board on the number of visitors they saw this year. Since April, from entries in our visitor log, guests from all 50 states were recorded as well as 42 different counties.

With the increased success of branding the office as a visitor center and the anticipated greater number of visits during the Route 66 centennial, Ms. Landwer talked about staff efforts to develop guidelines for a volunteer Ambassador program. More details will be provided as this is developed.

V. **Holiday Activities**:

Dates and events to mark the holiday season were provided by Mr. Tuttle – holiday window reveals (Nov 22), Mercy Park Holiday Tree Trail lighting (11/29), and the annual Christmas Parade (12/6) were the highlights.

VI. **General Discussion**:

Mr. Greninger asked about a follow-up with the security around the hotel district that occurred earlier in the year. Mr. Tuttle will check with Chief Roland and schedule another meeting for early 2023.

Mr. Tuttle mentioned that two meetings have been conducted with tri-state Route 66 partners to work together with events and marking for the Route 66 centennial. Other meetings and projects are being planned in preparation for November 2024 to November 2026 celebration window.

Mr. Hall motioned, and Mr. Greninger second to close the formal meeting at 4:18 p.m.

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Submitted respectfully.

James Cullumber
Chairman

Patrick Tuttle
For the Secretary