



JCVB- Advisory Board Meeting

Minutes

February 19, 2019

**Attendees:** Chair: Mike Wilson, Co-Chair: Kevin Greim, Sec: Miranda Comer, Denise DuBois, Toby Teeter, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, Mike Greninger, Crystal Albright, and Councilwoman Melodee Colbert. Kean

**Absent:** Bob Kluth

**Staff:** Patrick Tuttle

**Guests:** Robin Anderson, Missouri Special Olympics; Clifford Wert, Connect 2 Culture; Audrey Machus, Residence Inn; Jim Heaney and Randall Becket, George Washington Carver National Monument

**Location:** Joplin City Hall, 5<sup>th</sup> Floor, Informal Chamber

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

II. **Approve of Minutes:**

Mr. Greninger motioned, Ms. Weathers second, to approve the minutes from the December 2018 meeting, unanimously approved 10-0-1.

III. **New Member Introduction:**

Chair Wilson welcomed Toby Teeter as the newest board member as well as the newly appointed Chamber of Commerce president.

IV. **Special Olympics FY19 Grant Funding:**

Ms. Robin Anderson, local director for Special Olympics Missouri presented an event their organization is being planning for September 2019. With (prior grant recipient) 4-State Trucks moving their *Guilty By Association* truck show and convoy to every other year (even numbered years starting in 2020) the local SOMO team is working to keep the Truck Convoy an annual event and fundraiser, on the odd numbered years. The \$5,000 request, from the reimbursable CVB Grant Funding would be used to fund the planned entertainment. After discussion of event specifics, Mr. Greninger motioned to approve the grant request. Ms. DuBois second, unanimously approved 10-0-1.



V. **Clifford Wert, Connect 2 Culture requested to speak regarding the FY19 Grant Funding:**

Mr. Wert addressed the board regarding the unallocated portion of the FY2019 CVB Grant Funds. He requested the board allocate the fund balance proportionately to the organizations who received funding, based on their scoring. The topic was Tabled for Consideration to the March meeting. Ms. DuBois and others requested to review the FY2019 application scoring and allocations more closely before making any decision. Initially the board held the funds back for other events that may come forward throughout the year, like the previous SOMO request. \$17,500 is the current unappropriated amount. Ms. DuBois made the motion to Table, Ms. Albright second, unanimously passed 10 0 1.

VI. **FY2020 Grant Program Updates (*discussion notes in italics*):**

- Most of these recommendations were for the FY2021 grant cycle, not the coming FY2020.
  - *An attempt will be made to have some changes ready for the FY2020 cycle.*
- Return the board portion of grant application process back to Events specific and move the Marketing/Attraction portion to the director. Consideration should be given to the Marketing/Attraction funds coming from another portion of the budget and not grants.
  - *This can be accomplished by returning to the grant structure prior to 2016.*
- Attractions can apply for sponsorship support or membership support from the CVB advertising budget. Decisions on these sponsorships/memberships will be made by CVB director who will inform Board of approvals.
  - *This will require some consideration and legal wording to assure it is administered equitably.*
- Event applicants would still have 5-minutes to present to the board, followed by a 5-minute Q&A from the board, but instead of one all-day meeting it was asked to consider extending the interviews over two board meetings as the last agenda item.
  - *The applicant presentation and Q&A is necessary like a Public Hearing. From an administrative standpoint it would be better to administer the program in one day vs. two. Focusing solely on Events, the presentation numbers may be fewer and not make for such a long day.*
- Applicants will no longer be judged against each other but will be judged based on their event.
  - *The scoring matrix could include a dollar amount each board member feels the event should receive, then that average would be the starting point for awarding funding.*
- There will no limit or minimum amount for their ask.
  - *This would be a change from the current \$15K cap and the former \$20K. Giving an applicant more or less funding than they asked has always been a board option.*
- One application per year will be heard for each event.
  - *Same as current practice.*
- Applicants will not be rewarded for being a new event or new applicant.
  - *Can be removed.*



- Applicants will not be penalized for simply being a recurring event.
  - *Can be removed.*
- Board, in conjunction with the director will come up with criteria by which better judges each application.
  - *Can be accomplished.*

**VII. Update on ORD coming to JLN:**

Mr. Tuttle updated the board on early ticket sales for the coming flights to Chicago (ORD), which begin June 6<sup>th</sup>. Per Steve Stockam, Airport Manager, number of actual reservations are not available yet, but he did confirm the flights are in the system and from discussion with a few travel agents there has been quite a buzz about the additions and they are booking flights. Mr. Tuttle will monitor this and keep the board informed moving forward.

Mr. Tuttle also informed the board that a 1-minute video has been produced in partnership with the Airport and Chamber of Commerce that promotes Joplin as a destination and place to do business. It will air throughout American Airlines internal television network (in airports and on board flights) this April and May. The CVB and airport shared the cost.

**VII. Centennial Celebrations Commission:**

City Council has given preliminary approval to explore the formation of a Centennial Celebrations Commission. In a few short years Joplin and Missouri will celebrate a 5-year collection of milestone centennials.

- Missouri Bicentennial (200<sup>th</sup>) - August 10, 2021
- City of Joplin Sesquicentennial (150<sup>th</sup>) - March 23, 2023
- United States of America Sestercentennial (250<sup>th</sup>) - July 4, 2026
- Route 66 Centennial (100<sup>th</sup>) - November 11, 2026

The commission would exist from 2019 through 2026 to identify those events that best position the interest of the citizens of Joplin for the four milestone centennials, plus identify related centennials or milestones of Joplin entities that serve the interest of the citizens of Joplin such as: organizations, historical buildings, significant birthdays, anniversaries, or death of prominent citizens, and historical events or interest.

One proposed detail that would involve CVB funds is a financial support to assist with marketing these events. The CVB will provide grant funding up to \$15,000 per year as a 2:1 matching reimbursement (for every \$2 raised for official events, the fund would match with \$1).



**VIII. CVB Budget Discussion:**

How the board prefers to review monthly updates of the CVB budget was discussed. Whether to have them emailed when available or placed in the board booklets for the monthly meeting. It was agreed to have the monthly update emailed, then should members have questions they can bring them to the meeting. Mr. Tuttle was asked to periodically provide updates on big ticket items.

**IX. CVB 2018 View of the Market:**

Staff compiled a report where key activities involved their attention in 2018 and where guests input came from. A copy was provided to each member. This review will be the basis for a regional tourism presentation to city council in May.

X. Having no further business before the Board, Chair Wilson adjourned the meeting at 4:15 p.m.

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Respectfully submitted by secretary Ms. Comer.

A handwritten signature in black ink, appearing to read "Mike Wilson", written over a horizontal line.

Mike Wilson  
Chair

A handwritten signature in black ink, appearing to read "Patrick Tuttle", written over a horizontal line.

Patrick Tuttle  
JCVB Director