

JCVB- Advisory Board Meeting

Minutes

June 18, 2019

**Attendees:** Chair: Mike Wilson, Co-Chair: Kevin Greim, Sec: Miranda Comer, Bob Kluth, Erin Slifka, Lynn Weathers, Traci Palmer, Jeremy Nienkamp, Mike Greninger, Crystal Albright, and Councilwoman Melodee Colbert-Kean

**Absent:** Denise DuBois

**Staff:** Patrick Tuttle

**Guests:** Craig Hull, Joplin Sports Authority; Roger Doman, JSA Board; Christopher Beyer, Hilton Garden Inn; Renae Bobb, Residence Inn; Julie Roberts, Hampton Inn, and Jim Heaney, George Washington Carver National Monument

**Location:** Joplin City Hall, 2<sup>nd</sup> Floor Conference Room

I. Chair Wilson called the meeting to order at 3:05 p.m.

II. Approve of Minutes:

Mr. Greninger motioned, Ms. Albright second, to approve the minutes from the May 2019 meeting, unanimously approved 10-0-1.

III. Tourism Focus:

Chair Wilson asked each board member for their thoughts as to "Where should the focus be to best improve our (Joplin) tourism market?" Some discussion followed each answer. The following is a short answer list.

Mr. Greim Advocate for conference center / tourism venue.

Could be in cooperation with MSSU.

Mr. Kluth Pass enabling legislation for funding opportunities.

Ms. Comer Seek new business with current assets. Consider new categories/opportunities to attract guests.

Mr. Nienkamp Stronger relationship between CVB and JSA.

Consider different types of sporting events, both individuals & teams.

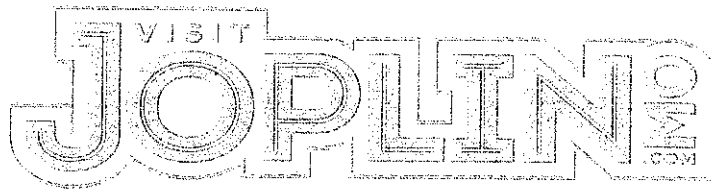
Fishing related event.

# Joplin Convention & Visitors Bureau

602 S. Main, Joplin, Missouri 64801

+17. 625.4729

VisitJoplinMO.com



- Ms. Slifka            Better definition of CVB and JSA roles in the tourism market and community.  
                          Update business models.
- Ms. Weathers        Seek unique events at unique venues, be creative.
- Ms. Palmer           Give attention to Route 66 attractions/events.
- Mr. Greninger       Work together (all tourism parties).  
                          Provide seamless customer service to our guests.
- Ms. Albright        Focus grant funding on marketing outside of Joplin.
- Ms. Colbert-Kean    Understand the Why Visit Joplin.  
                          Define the destination – what assets, amenities, events attract guests.
- Chair Wilson        Establish a tourism venue and move forward on enabling legislation/or other  
                          financing options as soon as possible.  
                          Maximize what we do well; All tourism entities work closely together for best  
                          interest of Joplin.  
                          Enhance Langston Hughes with 66 theme and connect to Main Street.  
                          Support upgrade of Outlaws baseball and as permanent Becker tenant.

## VI. Joplin Sports Authority:

With Joplin Sports Authority represented, Chair Wilson offered Mr. Hull to say a few words about their work and answer questions from Advisory Board members who were less familiar.

VIII. Having no further business before the Board, Chair Wilson adjourned the meeting at 4:12 p.m.

###

Respectfully on behalf of Secretary Comer.

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

Mike Wilson  
Chair

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

Patrick Tuttle  
JCVB Director