



JCVB Advisory Board Meeting

Minutes

January 17, 2023

Attended: Chair: Jim Cullumber, Co-Chair: Mike Greninger, Pete Hall, Erin Slifka, Alisha Conner, and John Starchman

Absent: Sec: Josh Shackles, Miranda Comer, Kevin Greim, and Deena Beckham-Richardson

Staff: Patrick Tuttle, and Kerstin Landwer

Guests: Jared Bruggeman, Joplin Sports Authority, and Jina Scott, TownePlace Suites

Location: Joplin City Hall, 5th Floor Study

I. **Call to Order:**

Chairman Cullumber called the meeting to order; time 3:03 p.m.

II. **Approve December 2022 Minutes:**

Mr. Greninger motioned to accept, and Ms. Slifka, second, unanimously approved.

III. **Tourism Venue Needs Assessment:**

Mr. Tuttle informed the board that he was preparing the agenda for the CSL International consultant's initial tour of the region and stakeholder meetings for February 15-17, 2023. He will keep the board apprised of opportunities for them to be involved in the process.

IV. **I-49 Tourism Corridor/Route 66 Spirits Meeting:**

Chair Cullumber and Mr. Tuttle informed the board of the results from a meeting held on January 11, 2023, with the distilleries, wineries, and craft beer establishments from Barton, Jasper, Newton, and McDonald counties. The discussion was about pulling their efforts together as a tourism experience as part of an I-49 Tourism Corridor effort. The goal would be some collective marketing effort to showcase the group to attract travelers to and from Northwest Arkansas.

The group will meet again in March to further the discussion.

V. **Discussion with JSA for Facility Funding:**

Discussion with JSA about financial support for the 2023 hosting of Premier Baseball. The discussion was about the possibility of using CVB grant funds to cover field rentals.

- Premier Baseball (as the client) should make such an ask through the regular grant process.
- Not certain CVB should be paying JSA additional funding.
- Should the funding breakouts of the 2nd 2% be re-allocated?

Mr. Tuttle will discuss with Legal and Finance to explore options.



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VI. Other Discussions:

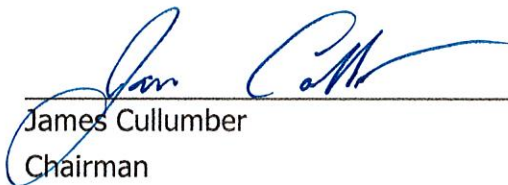
Mr. Greninger asked for an update on hotel security and a meeting with City staff. Mr. Tuttle informed the board that a citizen's group is working on homeless concerns in other parts of town and that an RFP is being drafted to consider a private firm's input on coping with the matters.

He will get with staff and JPD to arrange a meeting. He asked the hotels to provide meeting space and some optional meeting dates. It was discussed to include the restaurant and retail establishments located in the hotel district.


VII. Mr. Hall motioned, and Mr. Greninger second to close the formal meeting at 4:20 p.m.

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Submitted respectfully.



James Cullumber
Chairman



Patrick Tuttle
For the Secretary