



JCVB Advisory Board Meeting

Minutes

March 19, 2021

Attended: Chair: Kevin Greim, Co-Chair: Miranda Comer, Sec: Crystal Albright, Denise DuBois, Erin Slifka, Traci Palmer, and Mike Greninger

Absent: Josh Shackles

Staff: Patrick Tuttle and Kerstin Landwer

Guest: Robbie Bryant, KEG Media, Fort Smith, AR.

Location: ZOOM Call

I. Call to Order:

Chairman Greim called the meeting to order, time 10:03 a.m.

II. Review of FY21 Grant Application (KEG Media):

Mr. Tuttle introduced Mr. Robbie Bryant with KEG Media.

Mr. Bryant introduced himself and his business and the type of truck/car shows he puts on around the country – everything from 4x4 lift trucks to car shows. He currently has similar shows in Orange County, Alabama and Branson, Missouri. He wants to produce a new show for Joplin, the Mother Road Mayhem to be held in Landreth Park, July 9-11, 2021, and become an annual event. His grant request was in the amount of \$25,000.

Several questions were asked of Mr. Bryant by various board members. Once the questions ended, Mr. Bryant left the call so the board could discuss their intentions. Prior to the meeting, this being a first-time event and an unknown promoter, the board scored the event with caution and reserve.

Following more discussion, Ms. Slifka made the motion to provide \$12,000 in funding, specifically \$5,000 towards social media and \$3,000 towards print marketing, and \$4,000 towards other promotional efforts. The motion was second by Ms. DuBois. Mr. Greninger abstained from voting since during Mr. Bryant's presentation (unbeknownst to Mr. Greninger) Mr. Bryant suggested an interest in La Quinta as the host hotel. The vote passed - 4 in favor, 2 against, 1 absent, 1 abstention.

Mr. Tuttle asked permission from the board to use funds from the Convention & Bid Fee portion of the budget, "not to exceed \$3,000" to go towards City services needed for this event, such as parks and police involvement. Chairman Greim called for a vote. The vote passed - 6 in favor, 0 against, 1 absent, 1 abstention.



V. **Other Business:**

There was no other business before the board.

VI. Chairman Greim closed the call at 10:33 a.m.

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Submitted respectfully.

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

Kevin Greim
Chairman

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

Krystal Albright
Secretary