



JCVB Advisory Board Meeting

Minutes

March 21, 2023

Attended: Chair: Jim Cullumber, Co-Chair: Mike Greninger, Pete Hall, Kevin Greim, Erin Slifka, and Councilwoman Christina Williams

Absent: Josh Shackles, Jina Scott, Deena Beckham-Richardson, and John Starchman

Staff: Patrick Tuttle, and Kerstin Landwer

Guests: Tyler DeGonia, Mother Road Mayhem

Location: Joplin City Hall, 5th Floor Study

I. Call to Order:

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

II. Approve January 2022 Minutes (No February meeting):

Mr. Greim motioned to accept, and Mr. Greninger, second, unanimously approved.

III. Tourism Venue Needs Assessment:

Mr. Tuttle informed the board that C.S.L. International, the Tourism Venue Needs Assessment consultant, is on track for a May 8th presentation during a City Council work session. Prior to that date, a meeting will be scheduled for the steering committee and board members to preview their findings in preparation for the results before the council.

IV. FY24 Grant Scoring:

Mr. Tuttle asked for clarification of scoring for evaluating the FY2024 grant applications. This was a follow-up from a previous meeting regarding the weight of each of the four areas in which the applications are scored.

15 points - Presentation, in which the event was clearly and concisely explained.

20 points - Ability of the event to draw a significant attendance in proportion with the requested dollar amounts.

30 points - Ability of the event to attract visitors from outside Joplin (from greater than 70 miles, one-way) and retain them in the area for at least 3 hours. Impacting all revenue streams.

35 points - Ability of the event to generate overnight stays.

V. Mother Road Mayhem FY2023 Grant:

Tyler DeGonia, the new owner of the Mother Road Mayhem truck event, presented the changes he proposes for dates, location, and schedule. He submitted a grant application for the May 5-7, 2023, event and asked the board for support. After some discussion, the board agreed on \$5,000 from the grant fund to aid him with social media and marketing. Ms. Slifka made the motion, and Mr. Greim, second, unanimously approved



**CONVENTION &
VISITORS BUREAU
ADVISORY BOARD**

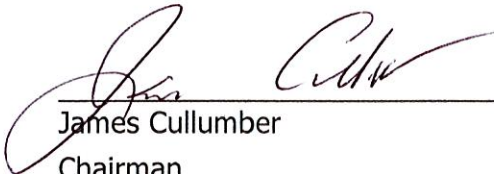
V. Other Discussions:

Mr. Tuttle informed the board that he had been discussing with a group looking to move an established themed festival to a permanent home to bring the event to Joplin. Working with the Chamber president, Travis Stephens, three locations were offered for the group to explore.


VI. Mr. Greninger motioned, and Mr. Hall second to close the formal meeting at 4:08 p.m.

##

Submitted respectfully.



James Cullumber
Chairman



Patrick Tuttle
For the Secretary