



JCVB Advisory Board Meeting

Minutes

September 19, 2023

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

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

Staff: Patrick Tuttle

Guests: None.

Location: Joplin City Hall, 5th Floor Study

I. **Call to Order:**

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

II. **Approve June and July 2023 Minutes (No August meeting):**

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

III. **Tourism Venue Needs Assessment Update:**

Mr. Tuttle informed the board that the next steps on this project are waiting on a potential development within Joplin that could present a positive partnership. The work of the Steering Committee will resume sometime in the November/December timeframe. Mr. Tuttle will keep the board apprised as much as possible.

IV. **FY2024 Budget:**

Mr. Tuttle provided an overview of the CVB FY2024 Budget. This included an update of FY2023 key initiatives and a look at those for the coming year.

V. **FY2024 Grant Request from Newton County Tourism Council:**

Mr. Hall introduced the background of the Newton County Tourism Council and provided a look into plans with a younger management team. There is an effort to develop a partnership with Crowder College. Also, this effort would include the JCVB becoming the official DMO (Destination Management Organization) for Newton County.

At the October board meeting, council members will present a grant application for FY2024 funding to upgrade the county's tourism website.



IV. **Route 66 Centennial Signature Project:**

Mr. Tuttle informed the board that with the conclusion of the Joplin Sesquicentennial events, the Joplin Celebrations Commission will be moving their focus to the milestones of 2026: USA 250 and Route 100 events.

For the Route 66 Centennial, the CVB is looking at what signature events to hold in Joplin. The target years are 2025, 2026, and 2027 travel seasons, not just the centennial year.

The sentiment is not to hold the same events everyone else does – car shows, concerts, arts and crafts booths. The staff is exploring options that offer a wide appeal, international draw, and be something no one else has. Concepts will be forthcoming.

Vi. **CVB Office Re-structure:**

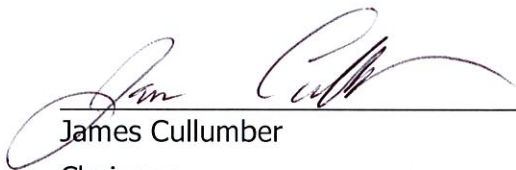
Mr. Tuttle updated the board about an open position. He and the staff were exploring options to restructure the workflow and individual roles. This is a work in progress.

Several board members requested to see the organizational chart and changes to the job description as it proceeds.

III. Mr. Shackles motioned, and Mr. Hall second to close the formal meeting at 4:45 p.m.

##

Submitted respectfully.



James Cullumber
Chairman



Patrick Tuttle
For the Secretary