



## JCVB Advisory Board Meeting

Minutes

September 20, 2022

Attended: Chair: Jim Cullumber, Co-Chair: Mike Greninger, Sec: Josh Shackles, Pete Hall, Miranda Comer, Kevin Greim, Beckham-Richardson, Erin Slifka, Alisha Conner, and Councilwoman Christina Williams

Absent: None

Staff: Patrick Tuttle

Guests: None

Location: Joplin City Hall, 5<sup>th</sup> Floor Study

### I. **Call to Order:**

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

### II. **Approve Minutes: None**

No August meeting.

### III. **FY24 Grant Guidelines:**

Mr. Cullumber opened the discussion about any changes to the FY24 Grant Guidelines.

Highlights of changes to consider:

- Returning to a separation between Attractions and Events
- Community grants to grow events vs. more support established events
- Grant dollars should lead to increased sales tax revenues
- Develop larger, multi-day events
- Joplin needs a signature event, with significant outside attendance
- Examine new/better ways to promote the grant exist
- Streamline guidelines, application, and scoring
- Josh, Mike, Deena, and Alisha will work with Patrick before FY24 guidelines are released

### IV. **New wayfinding signs:**

Mr. Tuttle showed the board the concept drawing for the new replacement wayfinding signs. Funding is in the FY23 budget and will move forward. Positive comments from the members.

### V. **Tourism Venue Needs Assessment:**

Mr. Tuttle updated the board that three (3) bids have been received and the committee is in the process of evaluating the bids to move towards a final selection of a provider.



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**VI. General Discussion:**

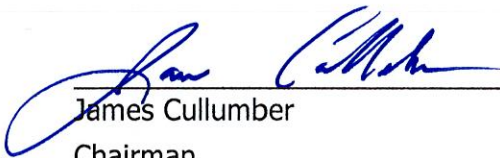
Mr. Tuttle reminded the member that the December 20<sup>th</sup> meeting is a luncheon that will begin at Noon. The location is TBD.

Mr. Tuttle provided an update on the Range Line Bridge closing and details on a printed map and GPS/GIS updates for guests to navigate to locations south of the bridge from the hotel district.

Mr. Greninger motioned and Ms. Comer second to close the formal meeting at 4:01 p.m.

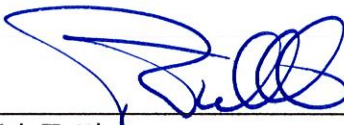
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Submitted respectfully.



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James Cullumber  
Chairman



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Patrick Tuttle  
For the Secretary