

Joplin Area Chamber of Commerce
Board of Directors Meeting and
Zoom Conference Call
November 28, 2022

Minutes

Attended/Zoom: Jordan Bolinger, Melodee Colbert-Kean, Kim Cox, Mattie Crossland, Jeremy Drinkwitz, Nick Edwards, Chad Evans, Chad Greer, Carlos Haley, Lori Haun, Dr. Ken Heiles, Dr. Brad Hodson, Jerrod Hogan, Betsy Kissel, Howie Nunnally, Katrina Richards, Melissa Smith, Dustin Storm, Dr. Dean Van Galen

Absent: John Bartosh, Todd Chenault, Jim Dalrymple, Alex Gandy, Mayor Doug Lawson, Bill Reiboldt, Dr. Kerry Sachetta, Matt Stewart, Stormy Worden

Staff: Debby Chaligoj, Doug Hunt, Lisa Kelly, Stephanie McGrew, Reggie Powers, Erin Slifka, Tonya Sprenkle, Travis Stephens

Guest: Roger Wrestler, Hardy, Wrestler & Associates

I. Betsy Kissel, Call to Order

II. Approval of October Minutes

A. Chad Greer moved to approve the October minutes and seconded by Kim Cox. Motion passed.

B. October financials presented by Travis Stephens. Kim Cox moved to approve the October financials as presented and seconded by Mattie Crossland. Motion passed.

C. Chamber and Chamber Foundation Audits. Roger Wrestler briefly went through both audits. Chad Greer moved to approve both Chamber and Chamber Foundation audits and seconded by Lori Haun. Motion passed.

III. New Business

A. Strategic Plan and Retreat Discussion presented by Travis Stephens. Travis stated the new date is February 6 & 7. Please RSVP to Tonya.

B. Banquet Discussion presented by Travis Stephens. Travis asked if the Board would like to have a speaker. After discussion, it was decided against.

C. Nomination Committee to meet in December presented by Travis Stephens. Travis stated the Nominating Committee will meet in December. Tonya to send out the calendar invite.

D. Virtual attendance at future Board of Directors meetings presented by Travis Stephens. After some discussion, it was determined the Board is highly encouraged and is preferred to attend in person, but a Zoom option will be available if you can't.

E. Ex-Officio monthly reporting cadence in 2023 presented by Travis Stephens. Travis stated the new reporting for this next year will be February, June, and October. These dates were given to you in your packet. Please see it for the details.

IV. Staff Reports were in your packet. See them for the details.

V. Adjourn to Executive Session

Respectfully submitted by: Lisa Kelly, Executive Assistant

Staff Reports December 2022

General Operations and major projects, Tonya Sprenkle, Vice President

- **Property tax issue** judgment was found in favor of our Foundation on December 1, 2022. We are now in the 30-day window where the county can file an appeal. The judgment calls for the return of all of the 2020 and 2021 taxes on the ATTC and the NIC properties as well as exemption going forward. John Dolence has consulted with the opposing council, and they are working on a slight modification of the judgment, which would allow the taxes to reinstate if we no longer meet the standards under which the judgment was made (operate as an incubator, school, etc.). The judge has advised John that she will sign the modification if both parties agree. This would make the judgment final and avoid any appeal. Waiting on opposing council response.

- **Employee Retention Credits**, which we anticipate will bring in a six-figure refund of payroll taxes from five qualifying quarters, have been submitted to the IRS week of 11-15 by Smarter Tax Planning. The two 2021 qualifying quarters include health insurance premium allowance. Communicating with Smarter Tax Planning on tracking and next steps.

- **MOBEC (MTC)** On December 13, we made our presentation to the MTC grants committee for the \$50,000 Operations Grant for staffing, equipment, and Chamber Academy phase 2 contractor.

- **MTC** semi-annual report on the NIC funding submitted on December 15.
- **Current MOBEC Grant** will close on December 23, and reporting is due in January.
- Continuing with the re-arrangements for the February 6-7 **Board of Directors Retreat**.
- Attended MOKAN, JIDA, and One Joplin meetings.
- Attended numerous Chamber events and other functions.

Reaccreditation:

Has been my primary focus this month and ready to submit it this week.

- **Governance:** Tonya/Lisa/Melodee Colbert-Kean: **Complete**
- **Finance:** Debby/Debra/Chad Evans: **Upload final forms in the document then Complete**
- **HR & Staffing:** Tonya/Melissa/Betsy Kissel, G&A Partners: **Complete**.
- **Governmental Affairs:** Travis/Tonya/Dr. Van Galen: **Complete**
- **Program Development:** Stephanie/Reggie/ Todd Chenault: **Complete**
- **Technology:** Tonya/Lisa/Matt Stewart: **Complete**
- **Communications:** Erin/Alyssa/Dustin Storm: **Complete**
- **Facilities:** Tonya/Doug/Mattie Crossland: **Complete**
- **Benchmarking:** Reggie/Stephanie/Kim Cox: **Complete**

Final submission going out by Friday 12-16-22; due by 12-31-22

I'm extremely pleased with the quality of work put in by all participants.

**Membership Summary Report
November 1, 2022 – November 30, 2022**

2022	New Member Count	New Member \$	Drop Member Count	Drop Member \$	Net Count	Net \$	803
Apr	13	2,787.50	7	2,187.00	6	600.50	809
May	12	6,179.50	8	2,141.42	4	4,038.08	813
Jun	7	2,668.00	3	218.00	4	1,525.00	817
Jul	6	1,850.00	6	2,390.00	0	(540.00)	817
Aug	18	4,293.00	5	594.00	13	3,699.00	830
Sep	15	5,917.50	10	3,252.50	5	2,665.00	835
Oct	12	\$ 5,263	5	\$ 2,096	7	3,167.00	842
Nov	15	\$ 5,626	21	\$ 12,403	-6	(6,777.00)	836
Dec					0	-	
Jan					0	-	
Feb					0	-	
Mar					0	-	
<div> <div>\$</div> <div>98</div> <div>31,797</div> </div> <div> <div>\$</div> <div>65</div> <div>23,095</div> </div> <div> <div>33</div> <div>8,702.08</div> </div>							836

New Members November 2022

Footprints & Friends Too, LLC
 Above the Stands, LLC
 Desmond Awungayi
 La Boussole Medical Spa & Wellness Center
 Gloria Deo Academy - Joplin Campus
 GB Engineering, LLC
 Boliver Insulation
 Great American Title Company
 Solera Energy, LLC
 Dr. Fly's Salon & Spa
 Mericani
 E-lic-it- con-cepts
 River Bend Family Resort, LLC
 Joplin RV
 Superior Roofing and Construction LLC

Dropped Members November 2022

Alorica - Chose to drop
 Beaten Path Coffee – Would not update card
 Brothers, Bezold & Assoc. – Chose to drop
 Carolina West Rentals – Could not reach

Cox HealthPlans – Pulled out of Joplin Market
 EaglePitcher Technologies – Made numerous promises, no payment
 Flat Branch Home Loans – No response
 Hembal, Inc – Would not update card, multiple attempts made
 Joplin Endodontics – Chose to drop, dropped insurance
 Julie's Jump to Health – No response
 Mobil 1 Lube – Chose to drop
 State Farm, Karen Rutledge – No response, multiple attempts made
 Traditions Health – No response
 Transformed Salon – Chose to drop, life changes
 KMJ Hotels (Comfort Inn, Holiday Inn, Quality Inn) No response, MAM
 Downtown Flowers – Closed
 Hunt's Mobile Detailing - Closed

Incubator Activity & Programming, Doug Hunt, Director of Entrepreneurship

Joseph Newman Innovation Center (NIC):

- The coworking space has a total of five hot desk members and two dedicated desk members.
- Currently, there are four private spaces available. We are shooting and producing marketing videos for each available space to push out on social media.
- A new lock has been installed on the west side exit door allowing for building access during an extended power outage.
- Entertaining one prospect interested in Suite #202.

Advanced Training & Technology Center (ATTC):

- The ATTC has one private office space available.
- Happy Trees Table Co. is taking 1,500 sq ft of the old PowerShades space on 1/1/23. This directly resulted from the marketing video I shot, produced, and posted on social media.
- CASA has adjusted their last day to January 15.

Programming:

- **1 Million Cups Joplin (1MC)** average of 25 attendees each week. No meetings in December.
- **Chamber Academy** continues to grow with more than 236 active members.
- **The December e-Commerce Meetup** was hosted at Easy Cuisine inside the ATTC. Great discussion with ten in attendance.
- The first **Startup 360** was conducted with the Neosho NEWCaps students following a tour of the Advanced Training & Technology Center and the Joseph Newman Innovation Center on December 9. The students received the program well, with many of them providing positive feedback on LinkedIn.

Networking Events

Special Events, Stephanie McGrew, Special Events Manager

- Morning Brew will be January 6 at Mercy Specialty Hospital in Galena
- Business After Hours will be January 24 from 4:30 – 7:30 during the Business EXPO
- The Holiday Open House on December 2nd had an attendance of about 120
- Good Morning Joplin on December 15 at Mercy Hospital Joplin and sponsored by Arvest, had an attendance of 130
- Leadership Joplin class of 2023 has been selected. There are 30 in the class
- Tomorrow's Leaders Today meets again on January 11 for the Business and Industry Session
- Business EXPO is January 24 and 25. Registration is open to membership
- Save the date for the Annual Banquet, April 27, 2023

Livability Workgroups, new enrollees, and actions month-to-date:
Chamber Gives Back: Jessica Carr and Dana Pim, Erin (Chamber Staff Liaison)
2022-2023

- April | Community Garden Crosslines, 8 volunteers, 12.25 hours
- April | Bright Futures Snack Packs, 2 volunteers, 3.25 hours
- May | Crosslines, 10 volunteers, 19.5 hours
- May | Paint the Parks Trial Run, 6 volunteers, 8 hours
- May | Paint the Parks, 19 volunteers, 50 hours
- May | Bright Futures, 8 volunteers, 7 hours
- June | Wildcat Glades, 3 volunteers, 5.5 hours
- July | Elk River Cleanup, 11 volunteers, 73 hours
- August | Children's Haven, 5 volunteers, 6.25 hours
- August | DJA Clean Team, 1 volunteer, 1 hour
- September | Foster Adopt Connect, 7 volunteers, 7.5 hours
- October | Paint the Parks, 7 volunteers, 20.5 hours
- November | Giving Tuesday Scavenger Hunt | Hours have not calculated at the time of reporting
- YTD 219 hours / Goal 300 Hours (increased 25 hours from 2021-2022)

Upcoming Volunteer Opportunities:

- Bright Futures Snack Pack Program | January 19 | [Sign up here](#)

Chamber Gives back is grateful to Liberty for continuing to sponsor the work group's efforts beginning April 2022 through March 2023. The support of Liberty will allow the group to hold the annual river clean-up and purchase supplies for volunteer activities around the community.

Healthy Joplin: Michael Sanders, Erin (Chamber Staff Liaison)

The November meeting was a discussion led by One Joplin to take data gathered from the One Joplin retreat and gathering information from Healthy Joplin work group participants to set goals for 2023.

Chairs are tasked with educating, organizing, and deploying the business community into collaborative initiatives to permanently improve health and wellness within our business community and the Joplin community at large. Seventeen workgroup members, a re-occurring meeting is the third Wednesday of the month, 11:30 am.

Trails and Connectivity: Luke Gibson and Antony Monteleone - Erin, Chamber Staff Liaison

- The work group is taking steps to move out from under the Joplin Chamber umbrella.

Equity, Diversity & Inclusion (EDI): Doug (Chamber Liaison)

- I was honored to represent the Joplin Chamber by attending the "Love For All and All for Love" event hosted at the Unity Church building the Saturday after Thanksgiving. This was a grassroots event providing dinner and gifts to Joplin's disenfranchised and homeless LGBTQ+ teens. Many at the event expressed deep gratitude for the Joplin Chamber being present.

Professional Development: Doug, Chamber Liaison

- The Professional Development Work Group continues to grow and has an active schedule of speed networking events and EdTalks. The Work Group will launch a branding campaign for EdTalks in early 2023, making sure all Chamber members know that EdTalks are for all members and not just YPN. The group is also discussing changing the location from the Liberty Room in the Chamber to a location that has more of a theatre or presentation setting.

Recent Events:

- EdTalk | [Happy Life](#) | November 17

Increase brand awareness and demand for Joplin: Erin and Alyssa
Joplin Area Chamber of Commerce

Choose Joplin App

We continue to see a steady increase in downloads on the Choose Joplin App. In November we saw 256 new downloads. Ads are currently running on AMI Radio, KOAM, Fox 14, KSN, KODE and campaigns are scheduled to run with the Joplin Globe and ShowMe Magazine for the holiday season.

MONTH	DOWNLOADS	HOME SCREEN CLICKS	DETAIL PAGE WEBSITE
NOVEMBER 2022	1047	1891	1050

Top Member Pages 11 - November
Harry M. Cornell Arts & Entertainment Complex
Joplin Trails Coalition, Inc
Southwest Missouri Bank

Top Member Pages YTD - 2022
Krackin Cajun Seafood House
Finn's
Wilder's Steakhouse/Wilder's Event Center

Home Screen Clicks 11 - November
Events
All Restaurants
BBQ

Home Screen Clicks YTD - 2022
Events
All Restaurants
BBQ

Website: Joplincc.com

Users	November	YTD (April – November)
This Year	86,977 (↓ 60.17%)	1,064,611 (↓ 98.14%)
Last Year	144,582	1,084,697

Disclaimer: These numbers are combined with Google Analytics and the CC-Assist (the Chambers CRM system). The events and member pages are look-alike page pages on joplincc.com. Google Analytics doesn't capture the data on traffic that goes to cca.joplincc.com; the staff runs separate reports in CCAssist to get online traffic totals for these pages. On November 28 we made updates to the Joplincc.com website analytics data to have the CCAssist operated pages (Member Directory, Calendar, and Job Postings) feed to the Chamber Google Analytics report. To have more accurate and honest reporting beginning on December 1 CCAssist is now filtering out bots.

Website: Joplinbusinessoutlook.com

Users	November	YTD (April – November)
This Year	2,256 (↑33.41%)	20,174 (↑22.76%)
Last Year	1,691	16,434

We had 64 member submissions on Joplin Business Outlooks in November. With an average of 13 posts each week.

Top Three Articles Read:

1. [Missouri Department of Economic Development Small Business Grant Guidelines](#)
2. [Jake Heisten Named Director For The MOKAN Partnership](#)
3. [Press Release Submission Form](#)

Weekly Update (Monday Memo)

Open Rate	November	YTD (April – November)
This Year	40.15% (↑ 37.87%)	36.84% (↑ 40.07%)
Last Year	29.23%	26.89%

Click Rate	November	YTD (April – November)
This Year	4.65% (↑ 3.29%)	4.73% (↓ 93.37%)
Last Year	4.48%	5.06%

Bounce Rate	November	YTD (April – November)
This Year	13.53% (↑ 33.37%)	12.42% (↑ 28.19%)
Last Year	10.53%	10.10%

Distribution	November	YTD (April – November)
This Year	2361 (↑ 3.96%)	2341 (↑ 4.88%)
Last Year	2271	2232

President's Report for December

Travis Stephens

Capacity Building

- Attended 2-day Dale Carnegie training: High Impact Presentations
- End of Year Performance and 360 Peer-to-Peer Reviews are in the process
 - as of this report, 8 of 11 have been completed
- Staff is submitting 360 reviews of CEO to Board Chair Betsy Kissel
- Hosted Chamber Board/Staff holiday social
- Spent Wednesday, 12/14, at Conway Ark Chamber learning best practices
 - 2nd of 3 visits to other chambers (Fort Smith Ark completed, Tulsa in January)
- Gave a presentation to MO Tech Corp regarding grant awarding for \$30K in operations funding
 - the programming grant was denied, while the operations grant was accepted to the interview round
- Met with BOD members Jerod Hogan and Kim Cox to discuss Chamber vacation policy reboot for 2023 - landed on a revision of how vacation time is accrued
 - current – employees receive full allotment on day 1 of the new year – no carry-over
 - proposed – employees accrue hours over time with each pay period – with 1 week carry over
- Held staff end-of-year recognition/appreciation lunch at Club 1201
- Reviewing the newly proposed Style Guide proposed by the marketing team for 2023 and beyond
- Currently auditing internal process of how a prospect becomes a member all the way through renewal after initial 12 months

Collaboration/Partnership Building

- Have submitted 3 letters of support from the Chamber for ARPA grants submitted by the city
 - Smart Traffic Signals, Dover Park trail extender, and Community Revitalization grant
- Met with City staff leadership team for monthly ED update
- Had 1-on-1 meetings with City Council members, Mark Farnham & Josh Detar
- Had a bi-weekly touch-base meeting with City Manager Nick Edwards
- Attended quarterly meet up with regional Chamber CEOs
 - Participants: Carl Junction, Neosho, Carthage, McD County (absent: Web City, Lamar)
- Met w Alex Gandy, Dir of Career Services at MSSU
 - discussed connecting students with internship opportunities in the community

Community Engagements

- Participated in Downtown Joplin Alliance Board Retreat
 - also joined the organization as a board member beginning in December
- Hosted JACC Holiday Open House for membership
- Gave 1st community civic group presentation to Kiwanis club
- Attended the YPN Holiday event

- Interviewed by KODE/KSN tv to discuss econ impact of truck stops along I-44
- Get to know you meeting with Joe Craigmile w Mercy
 - discussed strategies around physician recruitment
- Attended and spoke at Good Morning Joplin hosted at Mercy Hospital

Economic Development

- Attended MOKAN Board Retreat (1/2 day at MSSU) to discuss 2023 objectives and goals
- Met with the local rail company regarding the potential for transload operation in Joplin
- MOKAN Director Jake Heisten and I met with former Chamber President Rob O'Brian to discuss historical origins and past objectives of MOKAN