

Vision 2022 - Positive Marketing and Branding Committee
Meeting minutes for 1/11/2017

Location: Mercy Hospital conference room 1

Time: 530pm-630pm

Attendees:

Andrew Jordan, Kelli Norris, Randon Coffey, Wendi Douglas, Alyce Alford, Pat Nagel, Ryan Stanley, Erin Slifka, Carrie Puffinburger, Debby Woodin, Rob O'Brien, Whitney Warren, Gary Stubblefield, Gary Pulsipher, Ralph Watkins and Khanh Sam.

Andrew Jordan opened the meeting at 5:35pm.

Andrew asked that we go around the room and do introductions with each person stating what they would like to see come out of this committee.

Comments included:

- **Speaking more positive about Joplin**
- **Having additional people attend this meeting that aren't the typical (marketing) voice**
- **Benefit together regionally**
- **Establish a Twitter feed about how cool Joplin is; things to do/events**
- **Marketing Joplin to outside as a positive message; promoting but not an advertising website for business; better steward of our message; control our message**
- **What do we want the positive message to be in 5 years**

Andrew discussed that we would like this committee to bring 1-2 actionable items to the City Council in April or May. We will meet every two weeks at 530pm at Mercy. He discussed the history of how Joplin Vision 2022 originated and that the core committee looked at 3 surveys by 3 separate groups in Joplin. How to change the negative talk about Joplin in the community and the comparison cities that our committees are looking at: Bowling Green, KY, Sioux City IA and St George UT.

Andrew asked Rob O'Brien to briefly talk about the history of the past Vision committees. Rob also talked about how citizen input does make changes.

Andrew reviewed SMART goals and then opened the floor to discussion.

Andrew- opened with saying who is attracting people in to Joplin; the CVB brings in people for hotel stays; what can our residents say to promote Joplin

Erin – Wichita KS did a video targeted to their own residents; part of visit Wichita

Kelli – Joplin as a destination city is also being discussed in the other Vision Joplin committees; 3 areas are local, tourism, relocation of people/businesses

Alice – Social Media, Instagram – having what's happening that day/week in Joplin; Tulsa has 6 local girls that took it upon themselves to post things going on in Tulsa including posts throughout the day at busy times – morning/lunch/evening, it s geared to various age groups; #to match what is going on

Ryan – asked about # for Joplin

Wendi – talked about the challenge of harvesting the events; it takes a lot of time to research and post photos for area events; the Carthage CVB has had a hard time harvesting events or getting people to send in their events

Gary – Loves the idea of social media; hire and pay someone to do this for the City
Erin – MSSU needs to develop social marketing

Discussion on social media

- Top social sites – Facebook, Twitter, Instagram, Snapchat
- Training someone for the sites
- Who would pay

Discussion on branding and taglines

- Branding takes research and money
- CVBs use various taglines depending on who they are marketing to
- Consistent logo for the community

Brandon – felt we were in the weeds; what's the problem with Joplin – negativity; where are we going
Andrew – discussed no brand for Joplin; people think of it as the tornado place, RT 66

What is Joplin's identity?

Whitney – People – why are you here, what makes us unique; discussion about positive people; she works at Leggett & Platt and the selling point is that our community/people are so nice and helpful
Gary – discussed recruiting physicians to Joplin and the people are one of the big selling points
Ryan – society 5% complain- same in other areas; our social media is no more negative than other areas of the country

Discussion on community issues

Rob – What's our promise and can we fulfill it?

Andrew wrapped up the meeting

- Three areas of focus that came out of the group discussions tonight
 - Social Media for promotion of Joplin (dedicated person)
 - What is our identity?
 - People/Community
- Next meeting we may break into subgroups for each area
- Next meeting bring ideas for something else to consider

Ryan – Some great sites to review are

- Joplin CVB
- Joplin Parks & Rec
- Connect to Culture
- is there a way to connect all of these sites

Selling/marketing Joplin

- What are we selling/how are we selling
- Difficult to find out about
- What is available here, what is going on (events)

Kelli – asked that everyone attending tonight invite other people to the next committee meeting; really want the input from the general public

Meeting closed at 630pm.