CITY COUNCIL INFORMAL MEETING
FEBRUARY 2, 2026
602 S. Main St.| 5th Floor Council Chambers | Joplin MO 64801
5:15 P.M.

AGENDA

CONVENTION AND VISITORS BUREAU UPDATE

Documents:

CVB COUNCIL UPDATE 2026.PDF

PLANNING, DEVELOPMENT AND NEIGHBORHOOD SERVICES UPDATE

Documents:

PLAN DEV N.S. UPDATE FEB 2026 .PDF

Notice posted at 12 p.m. on this the 29th day of January, 2026. (RSMo 610.020)



CONVENTION & VISITORS BUREAU

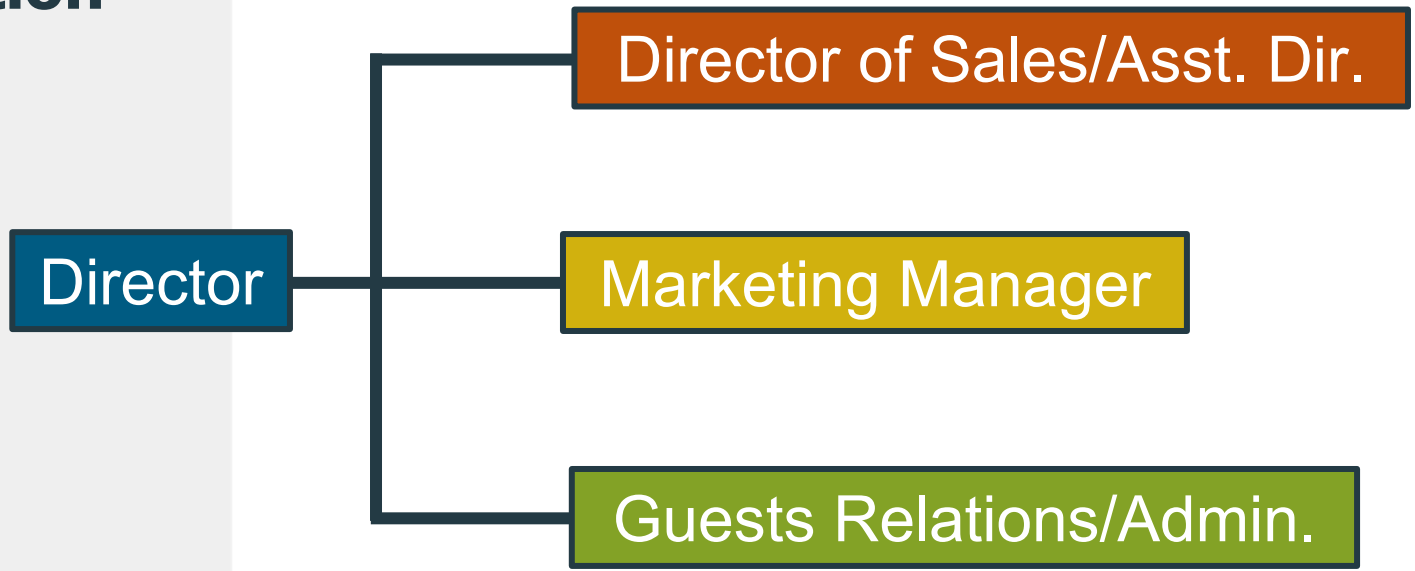
Visit Joplin

DEPARTMENT UPDATE

CVB Team | February 2, 2026

CVB DEPARTMENT UPDATE

Organization Chart



CVB DEPARTMENT UPDATE

Visit Joplin Team



Patrick Tuttle
Director

Donna Miller
Guests Services

Kerstin Landwer
Director of Sales

Terry Cunningham
Marketing Manager

CVB DEPARTMENT UPDATE

Who We Are

- The Joplin Convention & Visitors Bureau (CVB) is a department of the City of Joplin
- The CVB functions with a 4-person staff
- The department operates solely off a 4% lodging tax and receives no funding from the city's General Revenue fund
- 22 hotels are located within the Joplin tax base
- These properties account for an inventory of just over 1,907 rooms daily
- Annually accounting for some 686,520 available rooms in Joplin

We are a ***Tale of Two Counties*** - within the Joplin tax district, 85% of the restaurants are in Jasper County, while 90.6% of the hotels are in Newton County.



- The CVB focuses on selling Joplin to leisure and business travelers, group planners, convention/conference planners, and tour operators who travel more than 70 miles from Joplin.
- These efforts generate visits that will result in an overnight stay, a return visit, and more frequent returns.
- Through **destination marketing**, we position the VisitJoplinMO.com brand in digital, social media, and print-based platforms to energize interest in visiting Joplin.
- Through **destination sales**, we seek to attract large, multi-day conventions and group tours. The sales director works with planners and operators to pair their needs with available regional amenities through lead-generated sources and by attending tourism trade shows.

Destination Marketing

Advertising campaign with **Expedia** (5 rotating ads)
-- April 1 - September 15, 2025

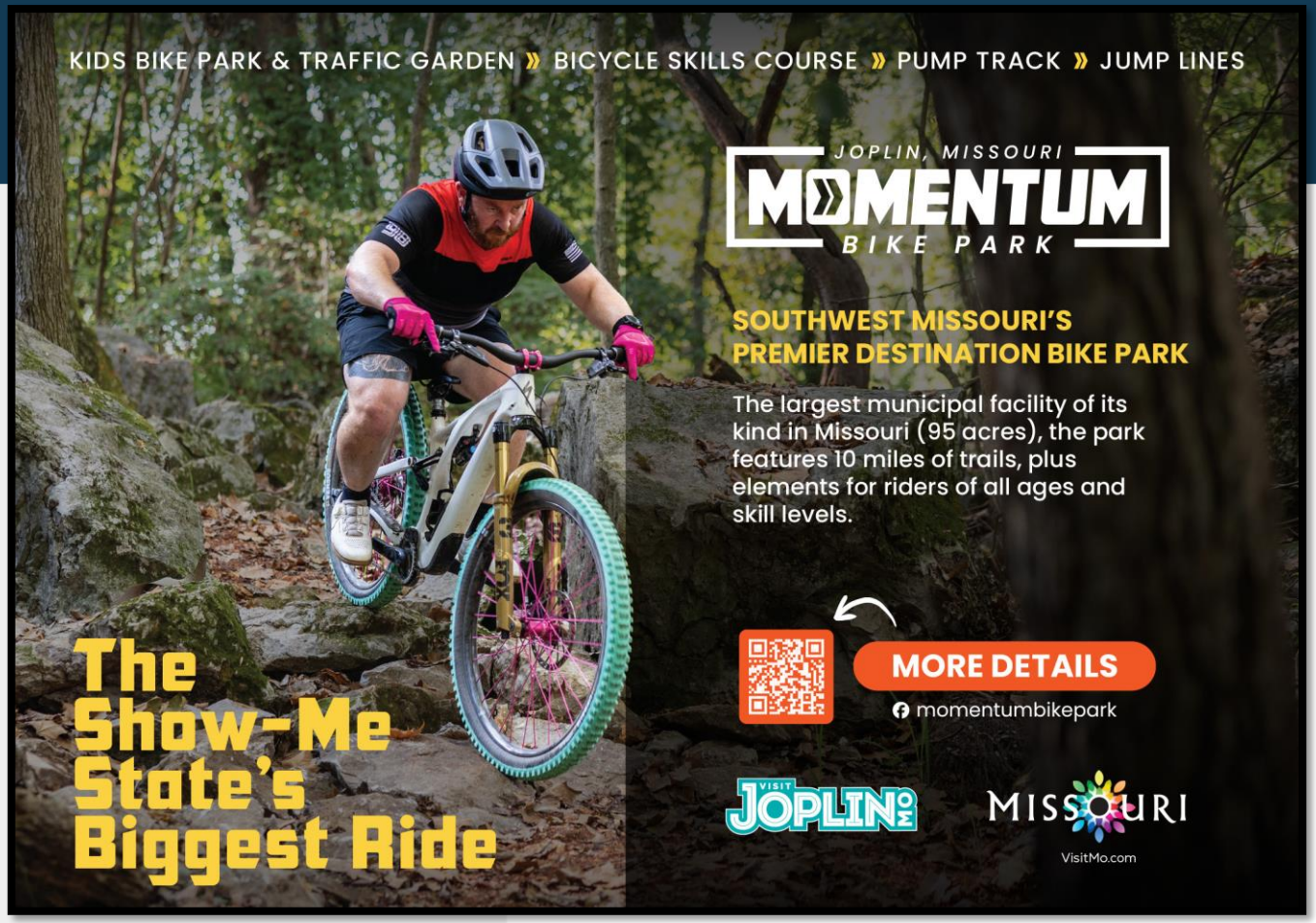
- The advertising directly drove 667 room nights
- The largest share of bookings came from the Expedia Plus, which includes Travelocity, Orbitz, and Cheaptickets ($53,000).
- Based on $155 room rate = $103,472 in gross
- bookings made for a 4.3:1 return on Ad Spend



Destination Marketing



Destination Marketing



Destination Sales

Provided support to:

Bus Tours: 39
Passengers: 1,115
Room Nights: 335

Conferences/Meetings: 4
Attendees: 370
Room Nights: 180

Road Tours: 3
Attendees: 150
Room Nights: 100





Destination Sales











Leisure Travel

Internationals







Leisure Travel

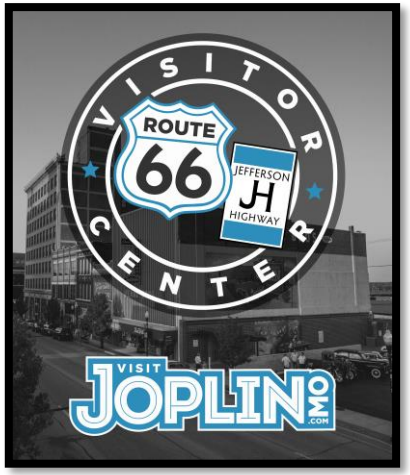
Route 66 Visitors Center

The number of entries recorded in the CVB guestbook in CY2025 (CY2024)

- 3,695 (1,785) total
  - 107 (99) from Missouri
  - 1,319 (618) from 47/49 States

    No RI or WY
- 2,269 (1,068) International
  - 46 (45) different countries





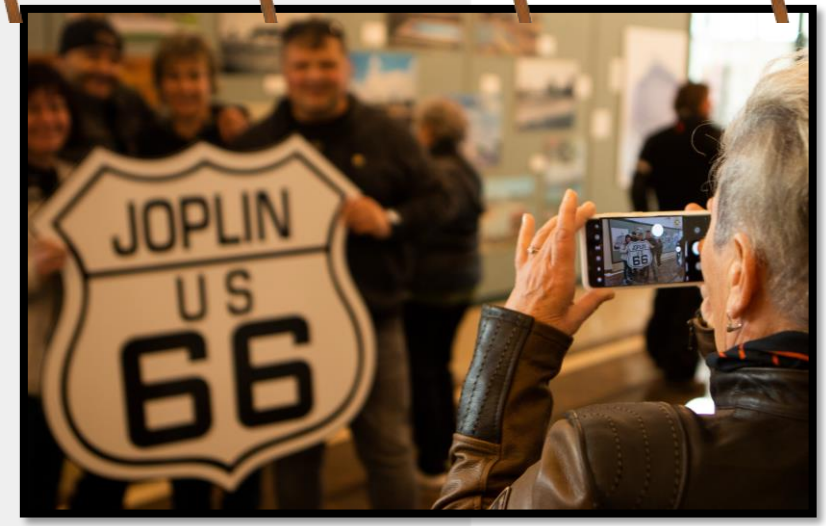
556 (482) online Visitor Guide requests

***Top 10* states: MO, FL, IL, TX, CA, AR, IN, IA, KS, OK**

Leisure Travel

Internationals







Leisure Travel

Destination Marketing

Destination Sales

According to the Smith Travel Report (STR), for CY 2025, **the Joplin market had 681,440 available rooms** (1,867 hotel rooms from 22 properties) of which 416,030 were used, representing 61.0% occupancy, **which generated $47,617,618 in revenue** and resulted in $1.695 million in lodging tax.

On a much larger economic scale, according to the 2024 VISA VUE report, which tracks credit card purchases with international origins within our two ZIP codes, **40,687 international visitors from 131 countries visited Joplin, spending a total of $5,810,066**.

Leisure Travel

Destination Marketing

Destination Sales

FAM TOURS (6)



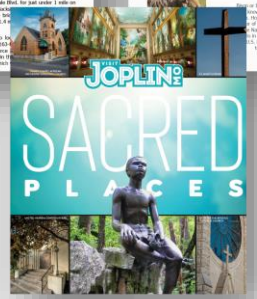


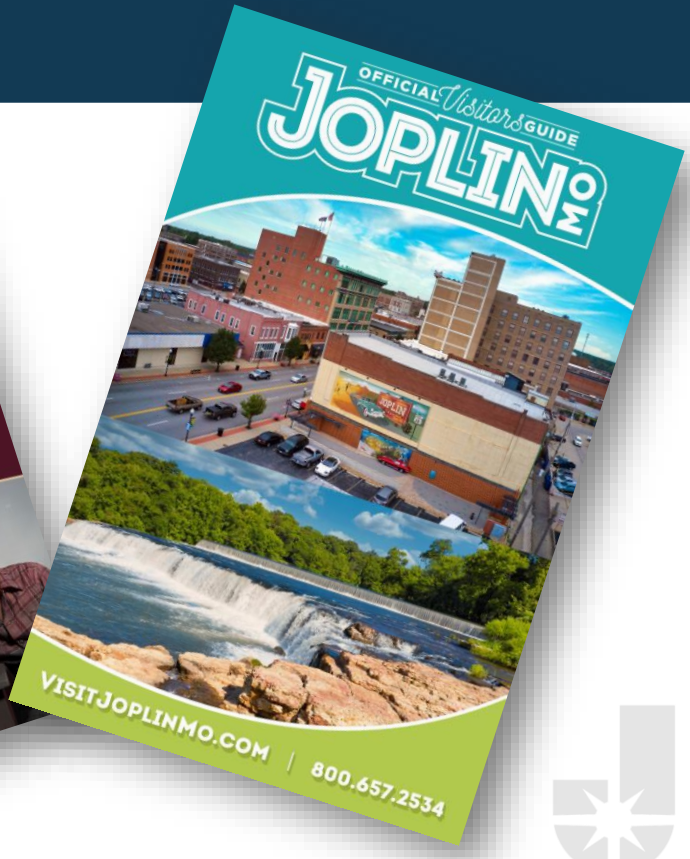
CVB DEPARTMENT UPDATE

Collateral Materials



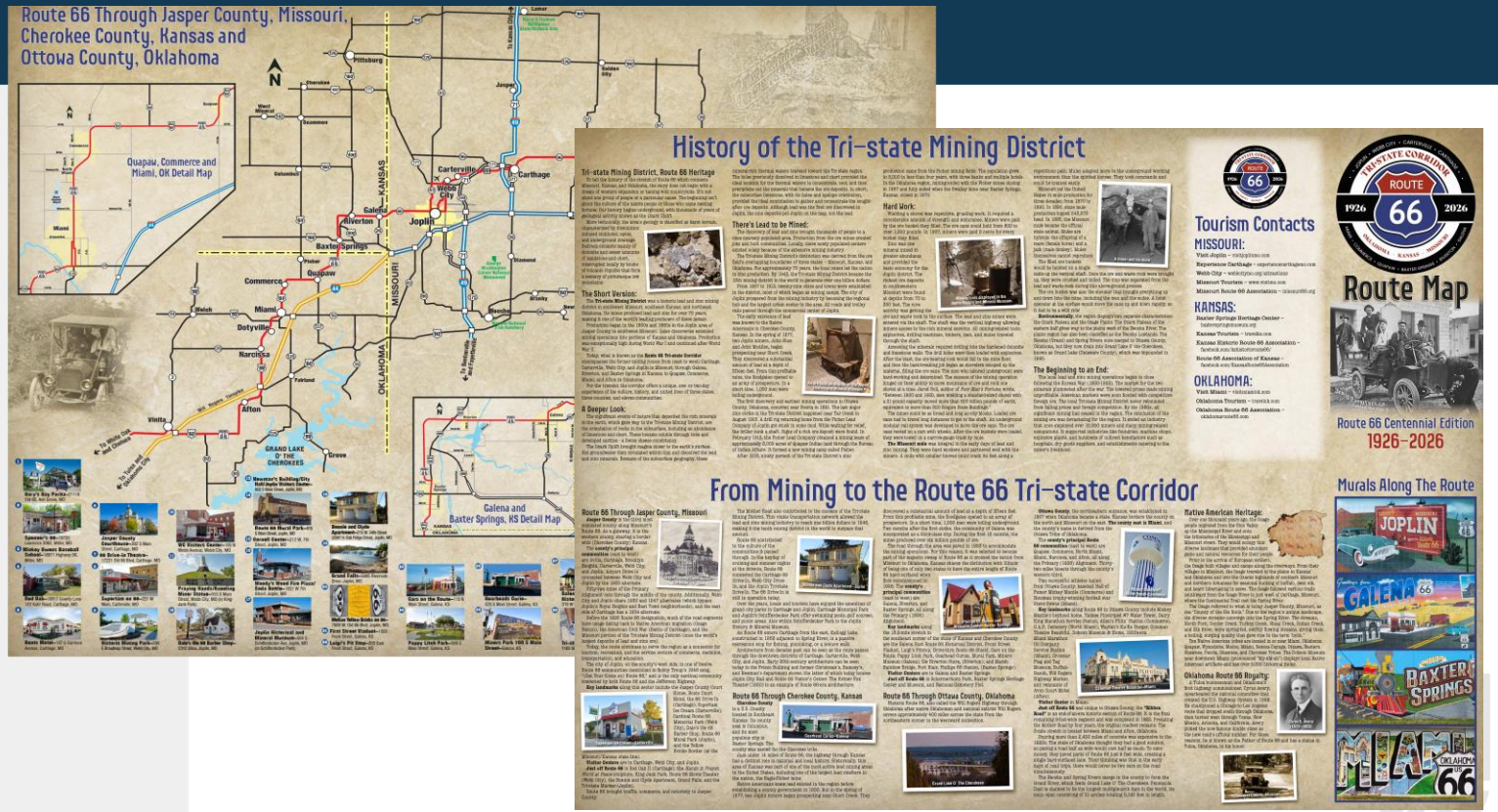






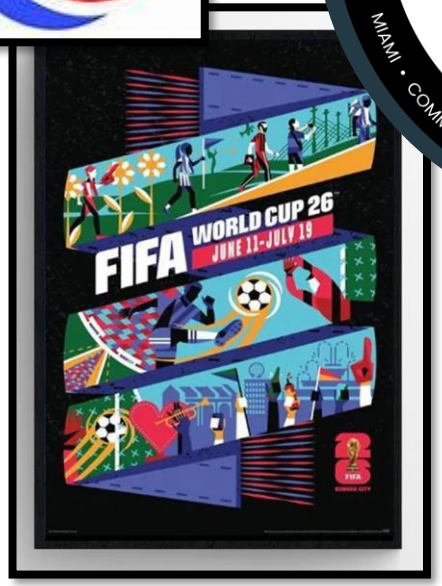
CVB DEPARTMENT UPDATE

Collateral Materials





AMERICA 250™



JOPLIN • WEBB CITY • CARTERVILLE • CARTHAGE •
TRI-STATE CORRIDOR
ROUTE
1926 66 2026
OKLAHOMA - KANSAS - MISSOURI
MIAMI • COMMERCE • QUAPAW • BAXTER SPRINGS • RIVERTON • GALENA


JOPLIN
US
66
WORLD
STREET
PAINTING
FESTIVAL
June 2-6, 2026
ROUTE
66


WE'VE GOT YOUR
KICKS
ROUTE
66
PRO RODEO
RT.66 FAIRGROUNDS
ROUTE
66
EST.
2025
EVENT CENTER
JOPLIN, MO
MAY 22-23, 2026
JOPLIN MO


SILVER SAGE RENAISSANCE FESTIVAL
May 30-31
& June 6-7


JOPLIN
JOMO
RT.66 FAIRGROUNDS
ROUTE
66
EST.
2025
BALLOON
FESTIVAL
EVENT CENTER
September 3-6

Conversation…



PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES UPDATE

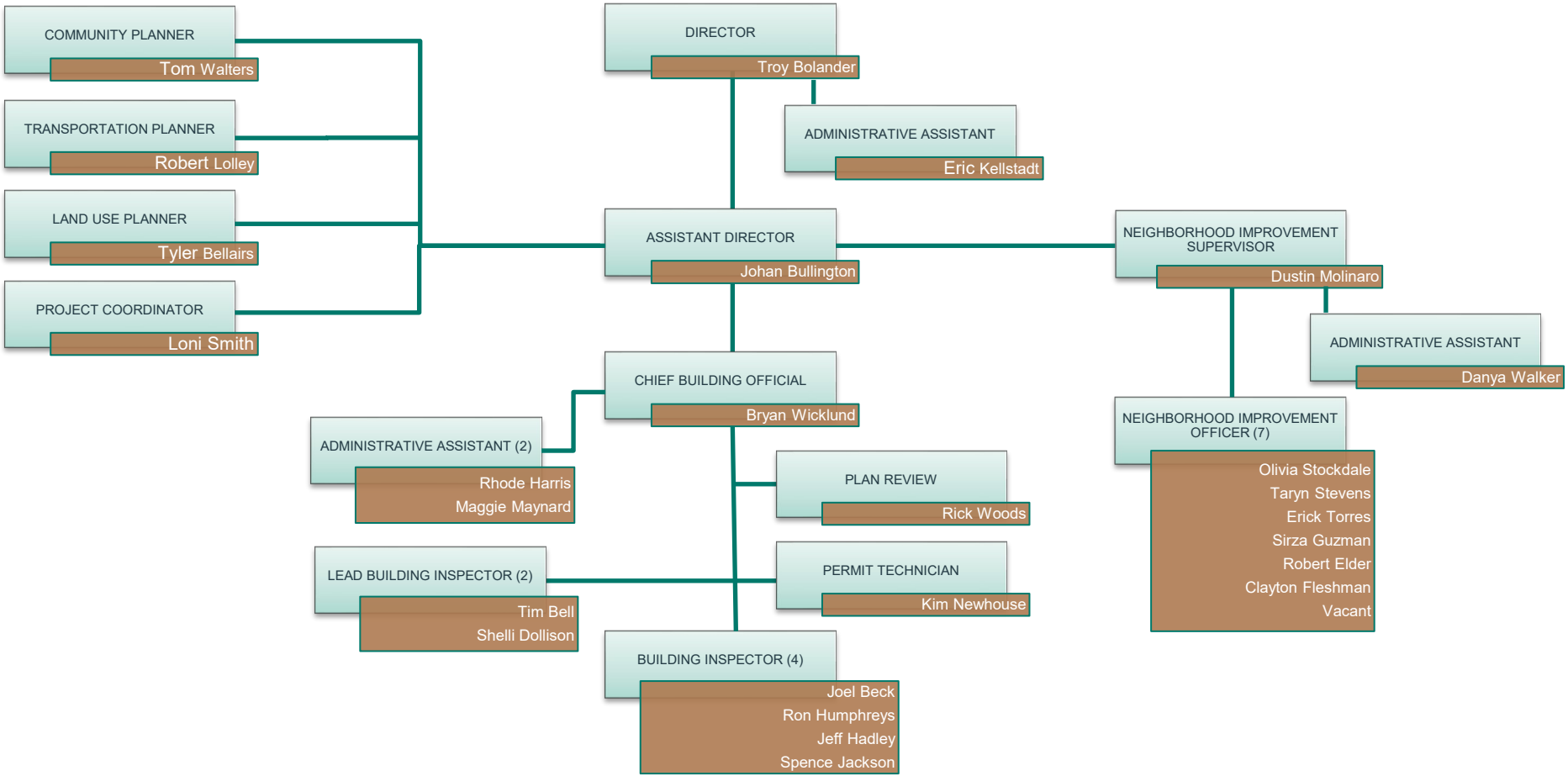
COJ Team | February 02, 2026

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Planning, Development & Neighborhood Services Department Overview: Key Functions

- The Planning Division is responsible for City Zoning Regulations, Land Development Requirements, Transportation Planning, Community Development, Neighborhood Services and Economic Development Programs.
- The Building Division works continuously to ensure Joplin's residential and commercial buildings are safe and meet the highest standards through construction plan reviews and residential and commercial inspections.
- The Neighborhood Services Division works in partnership with property owners to build safe, strong and vibrant neighborhoods.
- The various divisions provide staff support and information to the Zoning & Planning Commission, Historic Preservation Commission, Joplin Area Transportation Study Organization, Complete Streets Committee, Board of Adjustment, Building Board of Appeals, Joplin Redevelopment Corporation to aid them in the decision-making process.

PLANNING, DEVELOPMENT, AND NEIGHBORHOOD SERVICES
Organization Chart



PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Staffing Update:
One Vacant Position –
Neighborhood Improvement Officer

Planning & Community Development Divisions		Hire Date	Yrs
Troy Bolander	Director of Planning, Dev & N.S.	10/31/1994	31
Johan Bullington	Asst. Director of Planning, Dev & N.S.	07/01/2013	12
Eric Kellstadt	Administrative Assistant	12/01/2025	<1
Robert Lolley	Planner, Transportation	04/03/2000	25
Tom Walters	Planner, Community Development	11/02/2017	8
Tyler Bellairs	Planner, Land Use	10/31/2022	3
Building Division			
Bryan Wicklund	Chief Building Official	03/17/2003	22
Rhode Harris	Administrative Assistant	05/27/2025	<1
Maggie Maynard	Administrative Assistant	12/23/2025	<1
Kim Newhouse	Buiding Permit Technician	07/15/2005	21
Rick Woods	Plans Reviewer	04/23/2012	13
Tim Bell	Lead Building Inspector	08/01/2022	3
Shelli Dollison	Lead Building Inspector	04/07/2025	<1
Joel Beck	Building Inspector	06/26/2023	2
Ron Humphreys	Building Inspector	07/15/2024	1
Jeff Hadley	Building Inspector	07/31/2023	2
Spence Jackson	Building Inspector	08/28/2023	2
Neighborhood Services Division			
Dustin Molinaro	Neighborhood Improvement Supervisor	07/05/2023	2
Danya Walker	Administrative Assistant	06/18/2011	14
Loni Smith	Project Coordinator	09/09/2025	<1
Olivia Stockdale	Neighborhood Improvement Officer	09/11/2018	7
Taryn Stevens	Neighborhood Improvement Officer	02/14/2024	2
Erick Torres	Neighborhood Improvement Officer	07/31/2023	2
Sirza Guzman	Neighborhood Improvement Officer	09/15/2025	<1
Robert Elder	Neighborhood Improvement Officer	12/15/2025	<1
Clayton Fleshman	Neighborhood Improvement Officer	12/22/2025	<1

Action Plan Strategies:

- Improving Community Appearance:
  - Strategy 3: Review Zoning Code for Additional Beautification Enhancements
  - Strategy 4: Review Sign Code for Additional Beautification Measures
  - Strategy 5: Review Non-Residential Property Maintenance Code for Additional Bldg Maint Measures
  - Strategy 7: Complete Streets

- Addressing Declining Neighborhoods
  - Strategy 1: Housing Revitalization Plan
  - Strategy 2: Neighborhood Improvement Zone Project
  - Strategy 3: Review Other City Codes
  - Strategy 4: Strengthen Home Repair Program
  - Strategy 6: Reduce Number of Vacant & Dangerous Buildings in Community
  - Strategy 9: Joplin Homeowner Assistance Program
  - Strategy 10: Develop Phased Approach to Bring Affected Housing Units into Code Compliance
  - Strategy 11: Rental Property Inspection and Permitting Program
  - Strategy 12: Property Maintenance Litigation Tools
  - Strategy 13: Tenant Bill of Rights

- Increase Economic Opportunities
  - Strategy 1: Annexation Program
  - Strategy 2: Operational Assessment
  - Strategy 4: Smart Cities Initiative – Internet Connectivity

- Address Homelessness
  - Strategy 3: Maintain Property Maintenance

Legend in regard to Action Plan Strategy description Completed In Progress

Summary of Activities

- Everyday Activities:
  - Provide customer service to property owners/contractors/title companies/realtors/developers
  - Attend every Predevelopment meeting
  - Review every Commercial & Residential Plan
  - Review every Permit Application
  - Records Requests
  - Inspections
  - Assist 7 various boards and commissions
- Special Projects
  - Research/Collaborate/Adopt Master Sign Plan
  - Comprehensive Plan Update
  - Downtown Joplin Plan Update
  - City Wide Broadband
- Community Development
  - Tool Lending Library Program
  - HOME Program
  - HOME ARP & Consortium Program
  - CDBG/CDBG-DR Neighborhood Infrastructure Projects
  - Historic Preservation
  - JHAP3
  - JHRP2
  - ARPA Demolition Program
  - Neighborhood Revitalization Program
  - Joplin Lead Hazard Reduction Program
- Transportation
  - Transportation Improvement Plan (TIP)
  - Metropolitan Transportation Plan (MTP)
  - Origin & Destination Study
  - Safe Streets and Roads for All Safety Plan (SS4A)
  - Bike & Ped Plan Update
  - Active Transportation Network Maintenance Plan
  - Complete Streets Construction Standards Manual
  - JATSO Active Transportation Academy
  - 2027 UPWP Development

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Key Statistics

Description	FY 2024	FY 2025
Prdevelopment Meetings	182	148
Commercial Plan Reviews	131	249
Residential Plan Reviews	374	661
Sign Permit Reviews	132	322
Fence Permit Reviews	349	592
Building Permit Reviews	4,736	4,329
Number of Building Inspections	9,936	9,961
Neighborhood Services SeeClickFix Complaints	1,243	1,628
Citations Issued	381	424
Rezoning Cases	20	18
Special Use Permits	5	3
Short-Term Rental Cases	13	10
Preliminary Plat Reviews	0	2
Final Plat Reviews	2	1
Administrative Plat Reviews	15	15
ROW & Easement Vacations	8	6
Site Plan Review Cases	1	2
Annexation Cases	2	5

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Key Initiatives & Projects

- Land Use –
  Adopt revisions to the Zoning Code – Completed in 2025
  Adopt a Master Sign Plan that includes potential corridors where size & height amendments are needed.
  Formulating RFP for the Comprehensive Plan and for the Downtown Master Plan

- Community Development
  2025-2029 Consolidated Plan - Adopted by the City and Approved by HUD
  Expand the Tool Lending Library Program – Completed with plans to have seasonal hours of operation
  2026 Action Plan formulation is underway
  HOME Program completed 3 homes in 2025, 2 additional homes and 8 rentals in 2026

- Neighborhood Infrastructure:
  Stormwater & Sanitary Sewer in East Town – Completed in 2025
  East Town sidewalk project in construction phase, anticipated completion Spring 2026
  Sidewalks, Curb & Gutter $3.3 million CDBG-DR funds authorized for LMI Census Tract 110 in design phase, anticipated completion 2027

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Key Initiatives & Projects Continued

- Transportation – MPO

  Update / Implement Various Plans:

  TIP Transportation Improvement Plan (4 year plan) - Completed
  MTP Metropolitan Transportation Plan (25-30 year plan) - Completed
  Origin & Destination Study - Completed
  SS4A Safe Streets and Roads for All Safety Plan - Completed
  Bike & Ped Plan Update
  Title VI Program Update
  Active Transportation Network Maintenance Plan
  Complete Streets Construction Standards Manual
  JATSO Active Transportation Academy
  2027 UPWP Development

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Key Initiatives & Projects Continued

Building Division

- Digital plan review- Software has been purchased and staff has begun familiarizing themselves and learning software capabilities.
- A vacant dangerous building program is being created which will require property owners & responsible parties to register certain vacant structures along with meeting other program requirements. Anticipated adoption Summer 2026
- 94 new vacant dangerous buildings identified and are within the abatement process.
- 59 vacant dangerous buildings demolished in 2025 (including ARPA Demo)
- Performed over 2,000 business license inspections.
- Research and formulate Building code update to 2024 International Building Code – Review current adopted codes to eliminate areas of contradiction. Codes include Nuisance Codes, International Property Maintenance Code and Nonresidential Property Maintenance Code.

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Key Initiatives & Projects Continued

Neighborhood Services –

- Continue implementing Action Plan Strategy 6
- Addressing Declining Neighborhoods: Vacant lot inventory
- Formulate Vacant & Dangerous Building program/registry
- Begin a Neighborhood Improvement Program

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

ARPA: JHAP(3)
Program Update

Joplin Homebuyer Assistance Program (3)

- Joplin Homebuyer Assistance Program (3)
- Budget $1,000,000
- Not limited to the 4 Qualified Census Tracts
- Budget Amendment approved by MO Dept of Economic Development
- Anticipate assisting in the purchase of 25-35 homes
- Current waitlist of 96 applicants have been notified by letter
- Full expenditure by July 31, 2026

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

ARPA: JHRP(2)
Program Update

Joplin Homeowner Rehabilitation Program (2)

- Budget $2,000,000
- Partnership with Economic Security Corporation
- 131 Applications Received
- 93 Home Inspections Completed
- 77 homes completed or partially completed with an additional 25 homes under construction contract
- $1.3 million has been expended to date
- Full expenditure by July 31, 2026

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

JHRP 2

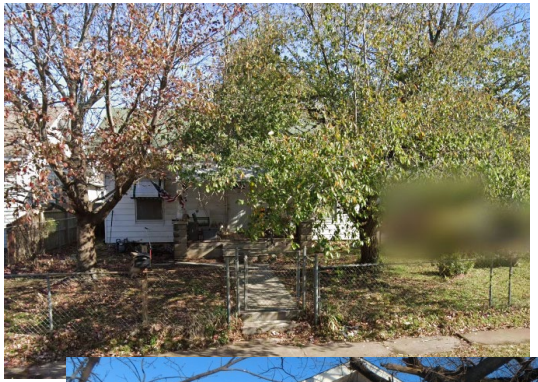














PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

ARPA: Demolition Program Update

ARPA: Demolition Program Update

- Joplin ARPA Demolition Program
- Budget reduced to $1,000,000 (balance of funds transferred to JHAP)
- 35 Vacant & Dangerous Residential Structure have been demolished
- 26 Vacant & Dangerous Residential Structures are in the demolition process (application intake, asbestos testing, asbestos abatement, demolition bidding)
- Approximately $830k expended to-date

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Lead Hazard Reduction Program to begin in FY2025

Joplin Lead Hazard Reduction Program

- Budget $3,500,000
- Partnership with Economic Security Corporation – Council approved the Subrecipient Agreement on October 21, 2025.
- City Staff acquired State's Lead Risk Assessor curriculum to assist with vital functions of the program.
- Policies, Procedures and supporting documents created and are under review by City Staff and ESC
- Program implementation planned Spring 2026
- Completion date 2028.

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Additional Projects and Major Tasks

- Homeless Coalition – Charter revision completed to better align with Homeless Coalition activities with delivery of programs outlined in the Strategic Homelessness Plan.
- Complete the Housing Revitalization Program – Remaining 7 projects under contract & pending construction completion
- Continue oversight of the Citywide Broadband Project

PLANNING, DEVELOPMENT & NEIGHBORHOOD SERVICES DEPARTMENT UPDATE

Additional Projects and Major Tasks

- HOME ARP & Consortium –
  ARP funds will be fully committed to construct a multifamily development for homeless & at risk of homeless, approximately 10 units.
  Joplin Economic Housing Development Initiative has leveraged CHDO status granted by the Consortium to receive FHLB funds to construct a 10-plex unit. Currently in plan check status, and permits to be issued soon. A second 10-plex unit will be funded within the next 10 years with the HOME program.

- Historic Preservation –
  Continue to identify and nominate local landmarks.
  Survey of North Heights multiple year plan over 4 phases -
  Phase 1 in procurement process
  Phase 2 is in application process
  Downtown Preservation Plan will be updated in tandem with the Consolidated Plan
  Joplin has been selected for the Statewide Preservation Symposium

Questions?