Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417. 625.4789
VisitJoplinMO.com

JCVB Advisory Board Meeting
Minutes
January 16, 2024

Attended: Chair: Josh Shackles, Co-Chair: Dancy Sisco, Sec: Erin Slifka, Pete Hall, Jim Cullumber, Mike Greninger, Kevin Greim, and John Starchman

Absent: Deena Beckham-Richardson

Staff: Patrick Tuttle and Kerstin Landwer

Guests: Hunter VanValkenburg, Residence Inn

Location: 5th Floor, Joplin City Hall

I. **Call to Order**:

Chairman Shackles called the meeting to order at 3:02 p.m.

II. **Approve of December 2023 minutes**:

Mr. Cullumber motioned to accept, and Ms. Sisco, second; unanimously approved.

III. **Tourism Venue Needs Assessment**:

Mr. Tuttle provided an update that the city was still working with a developer on a project that may include venue space. Should this move forward, the steering committee would be involved in defining some of the primary uses of the facility.

Mr. Hall asked if the current survey being conducted by the Joplin Sports Authority was related. Mr. Tuttle informed the board it was not and that it was a strategic development process JSA undertook with a company called Huddle Up.

IV. **Paradise Advertising**:

Mr. Tuttle updated the board on the onboarding work the staff and Paradise Advertising had accomplished. The Agency of Record, since November 1st, has put into action a marketing strategy for the balance of FY2024, which includes the use of the Missouri Division of Tourism marketing grant funds. It has been a great start to a new relationship.

V. **Visitor Profile**:

After following the City of Joplin's selection process, staff picked three agencies from the seven bids received to conduct a Visitor Profile for the CVB. After interviews, a final selection was made. In the 35 years of the bureau, such an extensive study of who is visiting Joplin and their habits has never been accomplished. Downs-St. Germain of Florida was selected. The not-to-exceed cost for the 12-month study is $75,000, of which the initial $22,500 is covered by a Missouri Division of Tourism grant. The balance is within the FY-24 budget. The agreement will be before the City Council this evening for their approval, and work will begin in mid-February.

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VI. **World Street Painting Festival**:

In developing a signature event for the 2026 Route 66 Centennial, a partnership agreement with the World Street Painting Foundation of the Netherlands is being presented for the City Council's approval this evening. The festival will include international 3D Street Painting artists for events held from 2024 through 2027.

VII. **Other Business**:

While discussing the Visitor Profile, questions arose about the City's Short-Term Rental (Airbnb, B&B) policies and application process. Mr. Tuttle suggested inviting a Public Works representative to explain what actions the city can and cannot take.

Mr. Greninger also asked for a CY2024 event calendar at the next meeting and periodic updates on what the Director of Sales was working on. Mr. Tuttle will provide.

VIII. Mr. Greninger motioned, and Mr. Hall second to close the meeting at 4:06 p.m.

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Submitted respectfully.

Josh Shackles
Chairman

Erin Slifka
Secretary