Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417.625.4789
VisitJoplinMO.com

JCVB Advisory Board Meeting

Amended Minutes

January 21, 2025

Attended:	Chair: Josh Shackles, Co-Chair: Dancy Sisco, Pete Hall, Jim Cullumber, Kevin Greim, and Mike Greninger
Absent:	Doug Hunt, Jeremy Sickman, and John Starchman
Staff:	Patrick Tuttle, Kerstin Landwer, and Donna Miller
Guests:	Jared Bruggeman, Joplin Sports Authority, and Mellisa Light, Experience Carthage
Location:	5th Floor Study, Joplin City Hall

I. **Call to Order**:

Chairman Shackles called the meeting to order at 3:03 p.m.

II. **Approve of the Amended December 2024 minutes:**

Mr. Greim motioned to accept, and Mr. Cullumber, second, unanimously approved.

III. **Prospect Village/Sports Complex update**:

Mr. Tuttle provided an update on the status of Prospect Village and the Sports Complex. The Joplin City Council meeting later this evening includes a public hearing. If all goes well, the council will discuss the issue and approve the first CID for the project. This 1% tax would fund the building of the Sports Complex and create a Community Improvement District in a blighted area of Joplin.

VI. **EOY 2024 Guests report**:

Ms. Miller and Mr. Tuttle reported on the end-of-year (2024) leisure and international guests who stopped in the Visitors Center. The number of entries recorded in the CVB guestbook totaled 1,785 guests, 99 indicating in-state home of record, 618 from 48 of the other 49 states, and 1,068 international guests from 45 different countries. Mr. Tuttle will be updating the city council on March 3rd.

V. **Jasper and Newton County DMO status**:

Before the 2011 tornado, the Joplin CVB was the DMO for Jasper County. The designated Destination Marketing Organization is the office eligible to receive Missouri Division of Tourism marketing grant funding. There can only be one designated tourism organization per county. After the tornado, the CVB focused on other things and recommended that county commissioners select the Carthage tourism office as the county's DMO. Years later, Carthage would like Joplin to retake the DMO status. In December, the Jasper County Commission agreed and provided the necessary resolution.

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Newton County is eligible for tourism grant funding, but a DMO certification has never been sought. In January, members of the Newton County Tourism Council and Mr. Tuttle met with the commissioners and received a resolution of their support.

The application for duel DMO status with the Division of Tourism was submitted in late January and is pending approval. If approved, the status would take effect July 1, 2025, with the state's fiscal year.

Having DMO certification for both counties – within the Joplin tax district, 85% of the restaurants are in Jasper County, while 90.6% of the hotels are in Newton County.

VI. **Other business**:

Jared Bruggeman with the Joplin Sports Authority updated their 2025 calendar of events.

VII. Mr. Greim motioned, and Mr. Cullumber second to close the meeting at 4:05 p.m.

Submitted respectfully,

Josh Shackles
Chairman

Patrick Tuttle
For the Secretary

Sub-committees:

Short-term Rentals	Grant Program	Sales and Marketing Reporting
Ms. Sisco	Mr. Shackles	Mr. Greim
Mr. Hunt	Mr. Cullumber	Mr. Sickman
Mr. Starchman	Mr. Hall	Mr. Greninger