Joplin Convention & Visitors Bureau
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JCVB Advisory Board Meeting

Minutes

January 20, 2026

Attended: Chair: Josh Shackles, Co-Chair: Dancy Sisco, Pete Hall, Jim Cullumber, Jeremy Sickman, Jason Williams, Tanya Bogenrief, and Jeremiah Cook

Absent: John Starchman and Betsy Mense

Staff: Patrick Tuttle, Kerstin Landwer, Terry Cunningham, and Donna Miller

Guests: Mike Grenninger, LaQuinta Inn, and Phil Stinnett, citizen, Memorial Hall Friends Group: Bob Harrington, Melodee Colbert-Kean, Sharon Beshore, Lori Haun, Clifford Wert. Grant applicants Doug Hunt with Bright Futures and Jeff Lee with Route 66 Pro Rodeo (via phone).

Location: 5th Floor Study, Joplin City Hall

I. **Call to Order**:

Chairman Shackles called the meeting to order at 3:00 p.m.

II. **Introduction of New Members**:

Chairman Shackles welcomed the new members to the board and invited them to introduce themselves. New Members: Tanya Bogenrief, Jeremiah Cook, and Jason Williams.

III. **FY 2026 Grant Applications**:

Per the grant application rules, grant applicants were given 5 minutes to present their program, followed by 5 minutes of Q&A from the board. Following these presentations, each board member scored the application; the scores were tabulated, and a decision to fund was made, provided the application received a score of 60/100 or higher.

a. Bright Futures Coordinators Summit 2026

Mr. Hunt presented background on this first-ever on behalf of Safe and Sound Schools/Bright Futures. The Bright Futures Coordinators Summit, September 22-24, seeks to bring together all national Bright Futures coordinators and co-coordinators in Joplin for two days of training, education, collaboration, and sharing of best practices. Attendees will come from an eight-state region.

The application received a score of 72/100.

Mr. Cook motioned to award the applicant $5,000 (asked for $15,000), Mr. Cullumber seconded; unanimously approved.

b. Route 66 Pro Rodeo and Concert, May 22-23, 2026

By phone, Mr. Lee provided background on the full-scale rodeo he is bringing to Joplin over the Memorial Day weekend, to be held at Route 66 Fairgrounds. Rodeo events, concerts, and fireworks are being planned. Projecting 600+ room nights.

The application received a score of 85/100.

Mr. Hall motioned to award the applicant $12,000 (asked for $25,000), Mr. Cullumber seconded; unanimously approved.

VI. **Memorial Hall MOU**:

To start the discussion, Chair Shackles asked Mr. Tuttle to prepare and provide a history of the board structure, including actions taken by previous CVB/ABs, City Council actions, and requests from the SW MO Lodging Association.

Mr. Greninger, Mr. Stinnett, Ms. Colber-Kean, and Ms. Haun, as well as all board members, added to the conversation.

Following this open dialogue, Chair Shackles put forth suggested options for changing the board structure.

1) Make no changes to the current eleven (11) member structure
2) Return to the original (1988) seven (7) member board, with four (4) hotels
3) Go to the 2019 suggestion of nine (9) with four (4) hotels
4) Keep the current structure at eleven (11), but eliminate seats for one (1) at-large and one (1) retail member, then add two (2) additional hotels
5) Take the membership to fifteen (15), but add four (4) hotels to the current board

** The retail seat is currently not filled, and one (1) existing at large term ends September 2026.

Chair Shackles asked for comments, then a motion.

A. Mr. Hall motioned (#4), "From the current structure of eleven (11), eliminate one (1) at-large and one (1) retail member, then add two (2) additional hotels." The motion was seconded by Mr. Sickman. The vote was 4/4; the motion did not pass.

Discussion and options continued among all board members.

Mr. Cullumber asked the Memorial Hall Friends Group a question regarding item 4 of the Memorial Hall MOU with the City, "If the board did not change, what would that mean for the MOU?" They deferred to Mr. Hall, who stated, "The SW MO Lodging Association would direct the Missouri Hotel and Lodging Association to stop the passage of the Enabling Legislation needed to raise the lodging tax for the proposed renovation of Memorial Hall."

Mr. Cook asked Mr. Hall if there was any room for compromise. Mr. Hall said, "No, the board had to have a hotel majority for the project to receive the hotel/motel industry's backing."

B. Seeking a compromise, Mr. Williams motioned (#3) to change the structure to what the board suggested on December 17, 2019: "Have a nine (9) member board with four (4) hotel members." The motion was seconded by Mr. Cullumber. The vote was 4/4; the motion did not pass.

Mr. Cook and Ms. Bogenrief commented that, since this was their first meeting, it was a lot to understand, and they were not certain how to vote.

C. Mr. Cook motioned to readdress this matter at the next board meeting. Mr. Tuttle informed the board that the city council was meeting on February 2nd to address the MOU. For the board to provide the requested input, they would need to meet before that date, preferably before January 28th, in advance of the council packets going out. Mr. Cook revised his motion to have the advisory board meeting next week. The motion was seconded by Mr. Williams. The vote was 5/3; the motion passed.

Due to time restraints, the matter of changing to a board structure did not come to a firm decision, and a check of everyone's calendars did not yield a date/time that everyone could meet. Mr. Tuttle said he would speak with the city manager for further directions.

V. **Other business**: None.

VI. Mr. Cook motioned, and Ms. Bogenrief seconded to close the meeting at 4:49 p.m.

Submitted respectfully,

_____
Josh Shackles
Chairman

_____
Jeremy Sickman
Secretary

_____
Date