Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417. 625.4789
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JCVB Advisory Board Meeting

Amended Minutes

March 18, 2025

Attended:	Chair: Josh Shackles, Co-Chair: Dancy Sisco, Pete Hall, Jim Cullumber, Mike Greninger, and John Starchman
Absent:	Kevin Greim and Jeremy Sickman
Staff:	Patrick Tuttle, Kerstin Landwer, and Terry Cunningham
Guests:	Troy Bolander and Tyler Bellairs, City Planners; Bryan Wickland, Chief Building Inspector; Adam Grimes, Fire Department; Ryan Talken and Devin Blankenship, Health Department, and Hunter VanValkenburg, Residence Inn
Location:	5th Floor Study, Joplin City Hall

I. **Call to Order**:

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

II. **Approval of the Amended January 2025 minutes** (No February minutes):

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

III. **City of Joplin Inspections of Hotel and Short-Term Rental Discussion**:

Several members from the City of Joplin departments responsible for inspecting Joplin-based hotels and Short-term Rentals (STR) attended to provide follow-up from discussions held at the board meeting on February 20, 2024. The city team now has a year of inspections completed under new policies.

- Overall, the inspection process and the new policies worked well.
- Communication is key from all involved and in both directions.
- The Board supports digging deeper into the STR properties.

IV. **FY2026 CVB Grant Program**:

Mr. Tuttle provided the draft of the FY2026 grant guidelines. No significant changes were made from FY2025.

Key dates: The grant guideline will be released on March 20th, and the applications are due in the CVB before 5:00 p.m. on Monday, June 2, 2025. The board will receive them shortly after the close for their review.

The board will convene to review and score applications on Tuesday, June 17, or July 15, 2025.

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V. **Visitor Profile, Third Quarter Date**:

For their review, Mr. Tuttle provided the board with the third-quarter results from Downs-St. Germain's year-long Visitor Profile. He reminded the board that the full report would be delivered at a Joplin City Council work session on June 9, 2025, and encouraged them all to attend.

VI. **Other business**:

1) Mr. Greninger discussed safety around the Joplin hotel district. The Joplin Police Department's slow response has raised some concerns. Mr. Tuttle told Mr. Greninger he would contact the police chief.
2) From the discussion with the inspectors, a follow-up question about exploring some occupancy tax on Short-term Rentals was raised. Chair Shackles said he would draft a letter for the board to review and seek support from SW MO Lodging Assoc. and Joplin Sports Authority boards.
3) The board asked Mr. Tuttle for an update on Prospect Village. He provided the most recent timeline. The board further discussed that as this project moves closer to reality, a broader review of the overall tourism marketing/sales programs (CVB and JSA) should be conducted to ensure the best efforts, in the interest of all parties involved, are being met.
4) Mr. Hall shared a project the Newton County Tourism Council is involved with at Camp Crowder. In an effort by the current owner of an old chicken coop, they uncovered a WWII-era mural. They are trying to learn who the artist may have been. It is known that *Beetle Bailey*, creator Mort Walker, was encamped there at one time, and the work is in his style.

VII. Mr. Hall motioned, and Mr. Greninger second to close the meeting at 5:00 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