Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417. 625.4789
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JCVB Advisory Board Meeting
Minutes
March 19, 2024

Attended:	Chair: Josh Shackles, Co-Chair: Dancy Sisco, Sec: Erin Slifka, Pete Hall, Jim Cullumber, Kevin Greim, and Councilwoman Christina Williams
Absent:	Mike Greninger, John Starchman, and Deena Beckham-Richardson
Staff:	Patrick Tuttle
Guests:	Hunter VanValkenburg, Residence Inn, Christopher Beyer & Drew Beyer, Hilton Garden Inn
Location:	5th Floor Study, Joplin City Hall

I. **Call to Order**:

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

II. **Approve of February 2024 minutes**:

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

III. **Review of the FY2025 CVB Grant Program Guidelines**:

Mr. Tuttle provided drafts of the CVB Grant guidelines.

A change was suggested to Item #4 of the scoring process (generate overnight stays) where the points will be awarded on a sliding scale.

0 = No room nights
5 = 1-30 room nights
10 = 31-50 room nights
20 = 51-100 room nights
25 = 101-200 room nights
30 = 201-300 room nights
35 = 301+ room nights

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

IV. **Project Updates**:

Mr. Tuttle informed that the consultant conducting the Visitor Profile was close to finalizing the survey questions and that 2-3 intercept poll takers will soon be hired.

The consultants for the Route 66 signature event, World Street Painting Festival, will be in Joplin from the Netherlands this coming weekend to conduct a site visit. This year's event is slated for June 4-8.

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V. **Other Business**:

Mr. Hall suggested three working committees be formed to keep the board engaged in important topics, such as short-term rentals, the grant program, and sales and marketing reporting.

After brief discussion, Mr. Hall made a motioned to form three committee, and Ms. Sisco, seconded; unanimously approved.

Chair Shackles asked for committee assignments:

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

VI. **New Business**:

From out of the grant discussion came the question of adding email voting to the board's by-laws as an option, not the norm. Ms. Slifka motioned to add further discussion to the agenda, Mr. Hall seconded; unanimously approved.

After some discussion about having this option and how/when the board would use it, Mr. Shackles used AI to pull together proposed language (attached). The members reviewed and voted in support of the draft. Mr. Hall motioned to add email voting to the board by-laws, Mr. Greim seconded; unanimously approved.

Mr. Tuttle informed the board the matter would be pending city attorney/city council approval.

VII. Mr. Greim motioned, and Mr. Hall second to close the meeting at 4:24 p.m.

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Submitted respectfully.

Josh Shackles
Chairman

Erin Slifka
Secretary