Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
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JCVB Advisory Board Meeting
Minutes
April 16, 2024

Attended: Chair: Josh Shackles, Co-Chair: Dancy Sisco, Sec: Erin Slifka, Pete Hall, Jim Cullumber, Kevin Greim, John Starchman, Jeremy Sickman, and Councilwoman Christina Williams

Absent: Mike Greninger

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

Guests: Hunter VanValkenburg, Residence Inn

Location: 5th Floor Study, Joplin City Hall

I. **Call to Order**:

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

Mr. Tuttle introduced the newest CVB staff member, Terry Cunningham, Marketing Manager.

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

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

III. **Project Updates**:

Mr. Tuttle informed the board that Downs St. Germain's work on the **Visitor Profile** was underway. The survey questions have been finalized, and flyers and postcards with the QR Code are available. DSG has hired two local people to conduct intercept interviews. They will contact several upcoming events to survey participants during the event or through post-event surveys. The goal is to have 500 responses per quarter. The final report will be presented in April 2025.

The **FY 2025 CVB Grant** applications have been sent to potential grant applicants. Pre-application meetings are scheduled for next week.

IV. **Other Business**:

The advisory board broke into three working committees to plan courses of action.

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	Mr. Sickman

No actions were taken.

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V. Mr. Starchman motioned, and Mr. Cullumber second to close the meeting at 4:03 p.m.

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Submitted respectfully.

Josh Shackles
Chairman

Erin Slifka
Secretary