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

Minutes

April 28, 2026

Attended: Chair Josh Shackles, Jim Cullumber, Pete Hall, Jeremy Sickman, Jason Williams, and Tanya Bogenrief

Absent: Dancy Sisco, John Starchman, Betsy Mense, and Jeremiah Cook

Staff: Patrick Tuttle and Kerstin Landwer

Guests: Leslie Haase, COJ Finance Director

Location: 5th Floor Study, Joplin City Hall

I. **Call to Order**:

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

II. **Approval of Minutes:**

Mr. Hall motioned to accept the amended March 2026 minutes; Mr. Cullumber seconded; unanimously approved.

III. **Discussion of Agenda Items:**

1. Ms. Haase explained the City of Joplin's budgeting process and discussed how departments request expenditures. The department's base budget for the next fiscal year must be created by May 29. In June, department directors may request additional funds for priority projects, such as new department initiatives, new items, and the replacement of old items. These requests are presented to the City Manager with comments in July. The first formal draft of the budget is presented to the City Council for approval. She also explained how each of the 2% lodging taxes was spent in the department between occupancy and staff.
2. The Board of Directors, according to ordinance, must develop a process to review the suggested budget items, and may make recommendations for priority project funding.
3. Mr. Hall requested that the Board be sent the budget request with comments for FY2026. Mr. Tuttle will send the requested document along with a document outlining the department's key initiatives for FY2027.
4. Regarding the annual net income for the department, if it is over $25K, it is placed into reserves, which never expire. The City Manager and City Council have the authority to transfer these funds to the City's general fund, but this has never happened during the department's lifetime. There have been times when the monies have been accessed in the interest of tourism capital projects; this has been requested by the CVB director.

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IV. **Other Business:**

1. Mr. Tuttle shared that the RFP for the Sports Facility Proposal Reasonableness Review has been issued, and a consultant will be hired soon. This is an effort to determine whether the developers' paid consultant's projections for the Prospect Village sports venue are reasonable, obtainable, and sustainable.
2. He also shared billboard graphics that will appear in Kansas City during the World Cup games there. It is being funded in part by a matching grant from the state.
3. The Netherlands-based World Street Painting Foundation, the organizers of our Street Painting Festival, may be doing a 3d street painting at the Current Stadium in Kansas City, where the Dutch team will be Base Camping. Regarding the Street Painting Festival, June 3-6, sixteen artists will add to the 3D Street Painting collection. The plan is to keep these works in place until Fall 2027. The 2026 location is 1717 W. 7th Street.
4. Mr. Tuttle also shared that the CVB is switching marketing firms from Paradise Advertising to OBP. Osborne Barr and Paramore is the agency of record for the Missouri Division of Tourism. Using them to place ads under the MMG (Matching Marketing Grant), there are no agency fees. This will save valuable advertising dollars. The 3-year contract with Paradise Advertising ends October 31, 2026. OBP will also handle reporting ad performance to the state, as required by the grant.

V. Mr. Hall motioned, and Mr. Cullumber seconded, to close the meeting at 4:30 p.m. Motion passed unanimously. The next meeting will be on May 19th.

Submitted respectfully,

Josh Shackles
Chairman

Jeremy Sickman
Secretary

5/19/26
Date