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

Amended Minutes

May 20, 2025

Attended:	Chair: Josh Shackles, Co-Chair: Dancy Sisco, Mike Greninger, Pete Hall, Jim Cullumber, Kevin Greim, and John Starchman
Absent:	Jeremy Sickman
Staff:	Patrick Tuttle, Kerstin Landwer, and Terry Cunningham
Guests:	Hunter VanValkenburg, Residence Inn
Location:	5th Floor Study, Joplin City Hall

I. **Call to Order**:

Chairman Shackles called the meeting to order at 3:06 p.m.

II. **Approval of March 18, 2025, minutes**:

Ms. Sisco motioned to accept, and Mr. Cullumber seconded; unanimously approved.

III. **Short-Term Rental Tax Letter**:

Chair Shackles updated the members on the draft letter to pursue a tax on short-term rentals. He had contacted the Joplin Sports Authority chair, but they had not discussed. He will have a follow-up for the June meeting. He requested approval of the draft's language and permission to continue working with the JSA chair.

Mr. Cullumber motioned to accept, and Mr. Starchman seconded; unanimously approved.

IV. **Quarterly Sales Report**:

Ms. Landwer presented her quarterly sales activities for January-March 2025.

Following the content discussion, it was suggested that the Sales and Marketing subcommittee provide additional input on formatting and information and report back at the June meeting.

V. **Visitor Profile, and Grant Meeting Review Dates**:

Mr. Tuttle reminded the board of the upcoming dates for additional meetings.

a. Visitor Profile Report, City Council work session, June 9, 5:15 p.m.
b. 1st round FY26 Grant Applications review, June 17, 2:30-5:00 p.m.
c. 2nd round FY26 Grant Applications review, July 15, 2:30-5:00 p.m.

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VI. **Other business**:

1) Mr. Tuttle showed the board a commercial created by staff and Storm Cloud Marketing to promote Joplin Route 66 to potential World Cup 2026 attendees. The commercial will be digitally placed in the United Kingdom and Germany.
2) The new Route 66 Tri-state Corridor Map was shared. This was a project 2 years in the making in partnership with our Kansas and Oklahoma colleagues. 30,000 copies were printed for Missouri, and 10,000 each for the other states.

VII. Mr. Starchman motioned, and Mr. Hall seconded to close the meeting at 5:25 p.m.

Submitted respectfully,

Josh Shackles
Chairman

Patrick Tuttle
For the Secretary

6/17/25
Date

Sub-committees:

Short-term Rentals	Grant Program	Sales and Marketing
Ms. Sisco	Mr. Shackles	Mr. Greim
Mr. Hunt	Mr. Cullumber	Mr. Sickman
Mr. Starchman	Mr. Hall	Mr. Greninger