Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417. 625.4789
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JCVB Advisory Board Meeting
Minutes
May 21, 2024

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

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 3:02 p.m.

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

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

III. **Key Data Demo**:

The CVB is considering moving to a near real-time O&D (Origin and Destination) reporting for tracking lodging activity; KEY DATA is one such provider. Chris Christmas provided a virtual demo of the services to the Advisory Board. More information than the STR (Smith Travel) reports the CVB has purchased for years. The new system would provide data sets that are more current, can be tailored to capture data on specific dates/events, would include short-term rental data, and track other guest movements/activities. This system would provide a more regional view of the tourism market and not just within the Joplin tax base.

IV. **Project Updates**:

Mr. Tuttle informed the board of three projects.

The Downs St. Germain's work on the **Visitor Profile** continues. Staff has been connecting DSG surveys with regional events to achieve a broad scope of intercepts.

The 2024 **World Street Painting** event, which will kick off the Route 66 Centennial Celebration, is on track for June 4-8. Three artists will create three 3D paintings on the porches of the Cornell Complex.

The **FY 2025 CVB Grant** applications are due in early June. The board will review applications at the June 18 and July 23 meetings. Fund recommendations are due to the City Council NLT on July 31.

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V. Mr. Greim motioned, and Mr. Cullumber second to close the meeting at 4:08 p.m.

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Submitted respectfully.

Josh Shackles
Chairman

Erin Slifka
Secretary