Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
417. 625.4789
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JCVB Advisory Board Meeting
Amended Minutes
October 15, 2024

Attended:	Chair: Josh Shackles, Co-Chair: Dancy Sisco, Doug Hunt, Pete Hall, Mike Greninger, and Jeremy Sickman
Absent:	Jim Cullumber, Kevin Greim, and John Starchman
Staff:	Patrick Tuttle and Donna Miller
Guests:	None
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 August 2024 minutes (no September meeting):**

Mr. Sickman motioned to accept, and Ms. Sisco, second, unanimously approved.

III. **Visitor Profile**:

Mr. Tuttle updated the board that the Visitor Profile final report is scheduled for a City Council work session on June 9, 2025. Please add this date to your personal 2025 calendar.

IV. **Venue Study**:

Mr. Tuttle provided an update on the work the city is doing with the developer of Prospect Village and the potential inclusion of an indoor sports venue. More details should become more public near the year's end.

V. **Route 66 Centennial**:

Planning for several events being developed to attract guests to Joplin during the 2026 Route 66 centennial was discussed: the World Street Painting Festival, CARS turning 20, the World Cup, and the USA 250. Planning is moving forward on a marketing campaign slated to begin in March 2025.

VI. **CVB Reserve Balance**:

Mr. Tuttle informed the board that the CVB Reserve Fund balance was above $1.97M. He provided information that some of this balance may be considered to support a portion of the ARPA Tourism Grant match for developing the DORA Bicycle Park.

VII. **Leisure Travel Report**:

Ms. Miller shared CY2024 leisure visitor statistics. These included visitor center guest book entries by state and country.

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VIII. Chairman Shackles closed the meeting by thanking Mr. Greninger for his tenure with the advisory board and presented him with a gift card. Mike completed two full terms on the board.

Mr. Hall asked that the committees, specifically the Sales Reporting group, meet again and develop a plan for reporting by the start of 2025. There was no objection. Mr. Tuttle informed the group that Ms. Landwer was traveling during this meeting but did have a basic report formulated that she would present at the November meeting.

IX. Mr. Greninger motioned, and Mr. Hall second to close the meeting at 4:30 p.m.

Submitted respectfully,

Josh Shackles
Chairman

Patrick Tuttle
For the Secretary