Joplin Convention & Visitors Bureau
602 S. Main, Joplin, Missouri 64801
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JCVB Advisory Board Meeting
Amended Minutes
November 19, 2024

Attended:	Chair: Josh Shackles, Co-Chair: Dancy Sisco, Pete Hall, Jim Cullumber, and Jeremy Sickman
Absent:	Doug Hunt, Kevin Greim, and John Starchman
Staff:	Patrick Tuttle, Kerstin Landwer, and Donna Miller
Guests:	Mike Greninger, LaQuinta, and 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.

II. **Approve of the Amended October 2024 minutes:**

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

III. **FY2025 Grant Fund Additions**:

Mr. Tuttle introduced a grant funding request from Visionary Balloonworx of Oklahoma. In 2024, they produced a successful hot air balloon event in Edmond, Oklahoma, which they would like to replicate in Joplin.

Mr. Shackles had concerns about the balloon event being too close to a related balloon event held by NALA. Mr. Tuttle offered that Visionary Balloonworx works with NALA to create a more significant event. He will reach out to the NALA director.

As a guest, Mr. Greninger requested funding for Premier Baseball. Both events will be held in 2025, and any funding will come from the FY2025 CVB grant funds.

After discussing both requests, they were tabled for the December meeting.

IV. **DOS Report**:

Ms. Landwer presented a sales report tracking activity from October - November 2024, highlighting travel buyers met and business booked in 2025 and 2026.

She also shared sales marketing opportunities resulting from connections made at conferences. The board offered suggestions for information to include in future reports, which will be considered.

V. **Board Sub-Committees**:

Looking to the new year, the subcommittees need to regroup to work on their respective projects. The Reports Committee was asked to have a detailed reporting format before the February board meeting.

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VI. **December Meeting**:

Mr. Tuttle reminded the board that the December meeting is an appreciation luncheon being held at Mythos on Tuesday, December 17th, from 11:30 to 1:00. This meeting is also when officers are elected.

VII. Ms. Sisco motioned, and Mr. Cullumber second to close the meeting at 3:56 p.m.

Submitted respectfully,

Josh Shackles
Chairman

Patrick Tuttle
For the Secretary

Sub-committees:

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