



## **AGENDA**

### **JOPLIN CONVENTION & VISITORS BUREAU ADVISORY BOARD**

Joplin City Hall, 5<sup>th</sup> Floor

November 16, 2021 – 3:00 p.m.

- 1) Call meeting to order
- 2) Approve October 2021 Minutes
- 3) Marketing Review
  - a) FY2022 Marketing Plan
  - b) Ad Tracking
  - c) Visitor Profile
- 4) Strategies and Studies
- 5) Discuss December officer elections
- 6) Other Business
  - Any matter deemed necessary or presented at the meeting and determined to be appropriate may be discussed at that time

If you need disability related auxiliary aids or services contact the City of Joplin, City Clerk's Office at 417.624.0820 Ext. 220. Forty-eight-hour notice is requested. TDD/TTY 417.625.4774.

**Notice posted at 12:01 p.m. on this the 10<sup>th</sup> day of November 2021.  
(RsMO 610.020)**

*The **Mission of the Joplin Convention & Visitors Bureau** is to position the collective elements of the travel and tourism infrastructure within the Joplin region as a premier destination and have an influential role in creating a regional economic impact for industry partners, increasing visitation while enhancing the visitor experience.*