



CONVENTION &
VISITORS BUREAU
ADVISORY BOARD

AGENDA

JOPLIN CONVENTION & VISITORS BUREAU ADVISORY BOARD

Joplin City Hall, 5th Floor
January 16, 2024 – 3:00 p.m.

- 1) Call meeting to order
- 2) Approve December 2023 minutes
- 3) Project Updates:
 - a) Tourism Venue Needs Assessment
 - b) Paradise Advertising Marketing Strategy
 - c) Visitor Profile
 - d) World Street Painting Festival
- 4) 2024 Advisory Board meeting schedule
- 5) Other business

Any matter deemed necessary or presented at the meeting and determined to be appropriate may be added by a majority vote.

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.

**The notice was posted at 12:50 p.m. on the 10th day of January 2024.
(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.*