



TOURISM AND VISITORS BUREAU ADVISORY BOARD MEETING

City Hall Training Room,, 298 W. Washington (use Columbia Street entrance)

Monday, May 20, 2024 at 4:00 PM

AGENDA

CALL TO ORDER

AGENDA ITEMS

1. Approve Minutes - March 25th Meeting
2. Texas Tourism Friendly Designation Update
3. Source Strategies 1st Quarter Data
4. Wayfinding Signs Update
5. Western Swing Festival - September 6-8, 2024
6. Moo-La Fest - May 30 - June 1, 2024
7. Moo-La Fest Wine & Cheese Mixer
8. Board Comments

ADJOURN

In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in this meeting should contact City Hall at 254-918-1287 within 48 hours prior to the meeting to request such assistance.