



TOURISM AND VISITORS BUREAU ADVISORY BOARD MEETING

City Hall Training Room,, 298 W. Washington (use Columbia Street entrance)
Monday, January 29, 2024 at 5:30 PM

AGENDA

CALL TO ORDER

AGENDA ITEMS

1. Tourism Board Member Orientation
2. Elect Tourism Advisory Board Secretary
3. Select Tourism Advisory Board Meetings Frequency
4. City of Stephenville Rebranding - Visit the Ville
5. Wayfinding Signs Update
6. Datafy
7. Source Strategies Report
8. Great American Eclipse Event - Tarleton Partnership (April 8, 2024)
9. Moo-La Fest (May 30 - June 1, 2024)
10. Western Swing Festival (September 6-8, 2024)
11. Tourism Advertisement Examples
 - Texas Monthly, Texas Co-Op Power, Texas Parks & Wildlife, Texas Highways
 - QR Code Handouts, new visitors guide, stickers, etc.
12. TACVB Winter Conference
13. Upcoming Event Calendar
14. 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.