



TOURISM AND VISITORS BUREAU ADVISORY BOARD MEETING

City Hall Training Room,, 298 W. Washington (use Columbia Street entrance)
Monday, August 12, 2024 at 4:00 PM

AGENDA

CALL TO ORDER

AGENDA ITEMS

- [1.](#) Approve Minutes from previous meeting
- [2.](#) Texas Tourism Friendly Designation Update
- [3.](#) Source Strategies 1st Quarter Data
- [4.](#) Western Swing Festival - September 6-8, 2024
- [5.](#) Moo-La Fest - May 30 - June 1, 2024
- [6.](#) 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.