



Tourism and Visitors Bureau Advisory Board

Regular Meeting

Monday, February 23, 2026, 4:30 PM
City Hall Training Room
298 W Washington
Stephenville, Texas 76401

AGENDA

CALL TO ORDER

REGULAR AGENDA

1. Introductions
2. Approval of Minutes
3. Manager's Report
4. Advertising Updates
5. Airport Insights
6. 2025 Visitor Data
7. January Visitor Data
8. Social Media Metrics
9. Upcoming Events

CITIZENS GENERAL DISCUSSION

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.