



SALADO TOURISM ADVISORY BOARD MEETING
SALADO MUNICIPAL BUILDING
301 N. STAGECOACH - SALADO, TEXAS
May 21, 2024 – 8:30 A.M.

AGENDA

CALL TO ORDER **TUESDAY, MAY 21, 2024, AT 8:30 AM**

CALL OF ROLL **CHAIRPERSON**

PUBLIC COMMENTS

APPROVAL OF MINUTES

APPROVAL OF MINUTES OF THE PREVIOUS MEETING OF THE SALADO
TOURISM ADVISORY BOARD

DISCUSSION AND POSSIBLE ACTION

- (A) UPDATE ON NEW MARKETING MANAGER AND PART-TIME ASSISTANT
- (B) DISCUSS THE NAMING TOURISM ADVISORY BOARD
- (C) DISCUSS SALADO TOURISM COUNCIL AS ESTABLISHED IN ORDINANCE
2008-25
- (D) DISCUSS ORDINANCE NUMBER 2016-11 REPEALING 2008-25
- (E) DISCUSS METRICS FOR BILLBOARDS AND LOCATIONS
- (F) DISCUSS ANDERSON MARKETING GROUP AND RELATED BRANDING TAG LINES
- (G) DISCUSS TOURISM RELATED CONTRACTS

ADJOURNMENT

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the Bulletin Board at the Salado Municipal Building before 5:00 p.m. on MAY 17, 2024.

Debra Bean

Debra Bean, City Secretary

The Village of Salado is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please contact Debra Bean, City Secretary, at 254-947-5060 for information. Hearing-impaired or speech-disabled persons equipped with telecommunication devices for the deaf may utilize the stateside Relay Texas Program.