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## NOTICE OF MEETING & AGENDA CONVENTION AND VISITORS' BUREAU BOARD OF DIRECTORS MEETING

**REGULAR MEETING TO BE HELD ON WEDNESDAY JANUARY 28, 2025, AT 8:30 AM AT THE AMARILLO BOTANICAL GARDENS, IN THE MEETING ROOM, 1400 STREIT DR, AMARILLO, TX.**

*Please note: The ACVB Board may take items out of the order shown on the Agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting as necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.*

**ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.**

### **1. Call to Order**

### **2. Public Forum**

### **3. Consideration: Minutes from November 19, 2025**

### **4. Consideration: Financial Report, Braley Beck**

### **5. General Announcements from Board Members**

### **6. Tourism Master Plan CVB Board Workshop**

*The purpose of this workshop is to gather informed input from community leaders, industry partners, and stakeholders who play a critical role in shaping Amarillo's future as a destination. Your perspective will help ensure the strategic plan reflects local priorities, builds on Amarillo's authentic strengths, and identifies practical, community-aligned opportunities for long-term growth.*

*The session will be interactive and discussion-oriented, focusing on validating key themes, identifying strategic priorities, and exploring potential initiatives that can guide investment, marketing, infrastructure, and partnerships over the next decade. Your insights and experience are essential to developing a shared vision and a clear, actionable roadmap for Visit Amarillo and its partners.*

### **7. Discussion on future meeting dates and possible agenda items.**

The next meeting date is February 25, 2026

### **8. Adjournment**

*Accessibility to individuals with disabilities at the Bivins Mansion is through its side entry on the south side of the building. An access ramp leading to the main entry is located at the side of the building. Parking spaces for individuals with disabilities are available in the south parking lot. The building is equipped with disability restroom facilities, and elevators that are accessible. Individuals with disabilities who require special accommodation, or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephone (806) 378-3013 or the City TDD number at (806) 378-4229.*