



BOARD OF DIRECTORS MEETING AGENDA
June 18th, 2024, 2 p.m.
City Hall Conference Room

Please join my meeting from your computer, tablet or smartphone.

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540-219-181

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Welcome and Call to Order

Motion to Approve Minutes

Strategic Tourism Plan Update

Financial Report

2024 Financial Report

2025 Budget Request Presentation

VOTE 2025 Budget Request

New Business

- **UPDATE Local Hotel Occupancy: Jignesh Patel**
- **UPDATE Grant Guidelines/Post Grant Report: receive feedback**
- **VOTE Grant Guidelines/Post Grant Report (if ready)**
- **UPDATE Marketing/Promotion: Amy Tidwell**
 - **Hotelier Meeting Update**
 - **Advertising report**
 - **Tourism commercial update**
 - **Downtown Improvement survey update**

Next meeting: August 13th or August 27th, 2 p.m. (date will be determined at June meeting)