



BOARD OF DIRECTORS MEETING AGENDA
June 25th, 2024, 2 p.m.
City Hall Conference Room

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

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Access Code:

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
DISCUSS Grant balance remaining
VOTE Grant balance allocation (if needed)
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)**
- **REVIEW Billboard Designs**
- **VOTE Accept billboard designs for install**
- **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)