



SALADO TOURISM ADVISORY BOARD MEETING

SALADO MUNICIPAL BUILDING

301 N. STAGECOACH - SALADO, TEXAS

MARCH 23, 2021 – 9:00 A.M.

AGENDA

CALL TO ORDER MARCH 23, 2021 AT 9:00 A.M.

CALL OF ROLL TOURISM DIRECTOR

APPROVAL OF MINUTES

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

DISCUSSION AND POSSIBLE ACTION

- (A) INTRODUCTION OF NEW TOURISM DIRECTOR.
- (B) DISCUSS AND CONSIDER POSSIBLE ACTION REGARDING VISITORS
CENTER INITIATIVES.
- (C) DISCUSS AND CONSIDER ISSUES RELATING TO THE FY 2021 BUDGET.
- (D) DISCUSS AND CONSIDER ISSUES RELATING TO THE DEVELOPMENT
OF A NEW MARKETING PLAN.
- (E) DISCUSS AND CONSIDER POSSIBLE ACTION REGARDING 2021
COMMUNITY EVENTS.
- (F) DISCUSS AND CONSIDER ISSUES RELATING TO A PLAN TO MAKE
HOTEL OCCUPANCY TAX REVENUES AVAILABLE FOR CERTAIN
COMMUNITY EVENTS AND ACTIVITIES.
- (G) DISCUSS AND CONSIDER ISSUES RELATING TO THE DEVELOPMENT
OF THE FY 2021 MARKETING BUDGET FOR THE VILLAGE OF SALADO.

ADJOURNMENT

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the Bulletin Board at the Salado Municipal Building on March 19, 2021 at 5:30 p.m.



Cara McPartland, 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 Don Ferguson, Village Administrator, at 254-947-5060 for information. Hearing-impaired or speech-disabled persons equipped with telecommunication devices for the deaf may call 512-272-9116 or may utilize the stateside Relay Texas Program at 1-800-735-2988.