

Salado Tourism Advisory Board Minutes from November 14, 2023 meeting

Meeting called to order at 8:30 AM by Larry Prellop, Chair

**Roll Call**

JOHN SENGER

Members Present: Larry Prellop, El Salvador Edwards, Richard McClure and

Absent: Jennifer Wier

Staff Present: Andrea Howard, Assistant Village Administrator; April Walker-Davis, Tourism Marketing Manager

Call for approval of previous meeting minutes. Motion by El Salvador Edwards. Second by Richard McClure. Motion approved 3-0

**Visitor Center Update:** April reported that in October 373 had stopped at the Visitor Center. In 2002, 423; 2021, 796; and 2019, 370. The shuttle was used on October 7 during Sirena's Creekside Carnival, and there were 162 riders. The weekend of October 13-15 for the Salado Ladies Community League's Jingle Walk, there were 201.

**Marketing Update:** The Visit Salado Texas.com website had 276 visitors, 113 were new and 163 were returning and there were 2,915 sessions.

April and Andrea attended the Formula 1 race at Circuit of the Americas, October 21-23. They passed out lots of information and giveaway over 2000 of the chapstick/sunscreens to attendees. It was great exposure for Salado to an international, national, and statewide audiences.

**Upcoming Events:**

- Christmas Parade, November 30, Salado Chamber
- 63<sup>rd</sup> Salado Christmas Stroll, December 1-3 and 8-10
- Solar Eclipse, April 8, 2024

Next meeting is Tuesday, December 19 at 8:30 AM.

Meeting to adjourn by Richard McClure at 8:45 AM. Second El Salvador Edwards. Motion approved 3-0.

These minutes approved on 1-16-24

Approved by: Larry Prellop Larry Prellop, Chairman

Attest: Andrea Howard Andrea Howard, Village Assistant Administrator