



**VILLAGE OF SALADO
SALADO TOURISM ADVISORY BOARD
SALADO MUNICIPAL BUILDING
301 N. STAGECOACH ROAD, SALADO, TEXAS
FEBRUARY 20, 2024 – 8:30 A.M.**

AGENDA

CALL TO ORDER **TUESDAY FEBRUARY 20, 2024, AT 8:30 AM**

CALL OF ROLL **TOURISM MARKETING MANAGER**

1. CONSENT AGENDA

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

2. STAFF'S REPORT

- (A) VISITOR CENTER UPDATE
- (B) MARKETING INITIATIVES UPDATE
- (C) UPCOMING COMMUNITY EVENTS

DISCUSS AND CONSIDER POSSIBLE ACTION

- (A) DISCUSS AND CONSIDER POSSIBLE ACTION ON APPROVING A
POSITIONING TAGLINE AS PRESENTED BY THE ANDERSON
MARKETING GROUP
- (B) DISCUSS AND CONSIDER POSSIBLE ACTION ON APPROVING
6-MONTH LEASING OF (2) WAYFINDING BILLBOARDS FOR THE
VILLAGE OF SALADO BOTH NORTH (JERRELL, TEXAS) AND SOUTH
BOUND (SALADO, TEXAS) IH-35

- (C) DISCUSS AND CONSIDER POSSIBLE ACTION ON APPROVING REVISION OF THE VILLAGE OF SALADO HOTEL OCCUPANCY TAX GRANT PROGRAM TO ALIGN WITH RECOMMENDATIONS FROM THE TEXAS HOTEL & LODGING ASSOCIATION, ENSURING PROGRAM EFFICACY AND SUBSEQUENT FOLLOW-UP
- (D) DISCUSS AND CONSIDER POSSIBLE ACTION ON APPROVING AN UPDATE THE VISUAL BRANDING OF SALADO TOURISM DEPARTMENT ACROSS ALL MARKETING MATERIALS FOR ENHANCED REPRESENTATION
- (E) DISCUSS AND CONSIDER POSSIBLE ACTION ON APPROVING VISUAL UPDATE TO THE VISITOR CENTER.
- (F) DISCUSS AND CONSIDER POSSIBLE ACTION ON APPROVING MAINTENANCE FOR THE RED TROLLEY TO MAKE IT OPERATIONAL.

ADJOURNMENT

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the Bulletin Board at the Salado Municipal Building on February 16, 2024, by 5:00 p.m.

A handwritten signature in black ink, reading "April Walker-Davis", is written over a horizontal line.

April Walker-Davis, Tourism Marketing Manager

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 Manuel De La Rosa, 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.