

CITY OF LEBANON
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
TUESDAY, FEBRUARY 4th AT 1:30 PM
SHEPHERD HILLS CONFERENCE ROOM, 1900 WEST ELM STREET, LEBANON, MO

“TENTATIVE AGENDA”

1. Call to Order, Roll Call, and Declaration of Quorum
2. Approval of Minutes (11/05/19 Meeting Minutes)
3. Discussion
 - Fall Festival for 2020
 - Route 66 Festival 2020
 - Lodging Ordinance
4. Budget Information
 - Lodge Tax Collection YTD
 - Fund Balance
 - Grant Update-
 - i. FY20 Q1
 - ii. FY20 Q1 Report Due 02/20/20
5. Advertising & Marketing
 - Tourism Website
 - SEM
 - Getaway Guide, Banners, Wayfinding Signage, Eblast
 - Travel Shows
 - Marketing Firm Update
6. Social Media
7. Public Engagement
8. Board Members Comments
9. Adjourn Meeting