Convention and Visitors' Bureau Board of Directors
Work Session

July 24, 2024
8:00 AM
The American Quarter Horse Hall of Fame & Museum
2601 East Interstate Drive
Amarillo, Texas 79104

AGENDA

1. **Call to Order**
2. **Introductions and Expectations**
3. **Visit Amarillo Review**
   - **3.A.** Then vs. Now
   - **3.B.** Impact
   - **3.C.** Mission
4. **Mission vs. Vision: Understanding the Difference**
5. **Lightning Demo: Search a City**
6. **10 for 10 Note & Vote: What's Your Vision?**
7. **Objectives and Key Results: Goals-Objectives**
8. **Review: How does the board support Vision/OKRs?**
9. **Discussion on future meeting dates and possible agenda items**
   - **9.A.** The next meeting date is August 28, 2024.

     8:30 a.m. in the Board Room of the Bivins Home, 1000 S. Polk, Amarillo, TX 79101
10. **Adjournment**

Please note: The ACVB may take items out of the order shown on any Agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

The American Quarter Horse Hall of Fame & Museum is accessible to individuals with disabilities. For further accessibility information please contact CVB Executive Director, Kashion Smith, at (806) 342-2013.

Posted this 19th day of July, 2024.