

WORK SESSION HELD ON WEDNESDAY, JULY 24, 2024, AT 8:00 AM AT THE AMERICAN QUARTER HORSE HALL OF FAME & MUSEUM 2601 E INTERSTATE DR, AMARILLO, TX 79104

ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.

1. Call to Order

2. Introductions and Expectations

- ||** Kashion introduced Reagan
- ||** Reagan gave background on herself
- ||** Plan for the day outlined

3. Visit Amarillo Review:

|| Then vs Now

- Discussed how the ACVB became an independent organization and an overview of the office's position during covid.
- Discussed the history of the ACVB beginning in 1977 as a department of the Chamber of Commerce through today.
- Discussion on future plans for other revenue streams to work alongside HOT funds.

|| Impact

- Kashion reviewed 2023 Tourism Statistics
- Discussed how visitors contribute to the community via sales take
- Tourism employment is still not at pre-pandemic levels even though we have seen some of the largest tourism years on record for our city.

|| Mission

- Reviewed the ACVB's mission statement
- Reviewed survey responses from board members where they gave a "headline" that they would like to see for Amarillo.



4. Mission vs Vision: Understanding the Differences

- 11 Discussed a strategic plan for Amarillo and how that plan should align with our mission and vision.
- 11 Vision for the ACVB discussed as a board
- 11 Kashion spoke about the vision of the CVB
- 11 Emphasized legal obligations as an office and vision's broader scope

5. Lightning Demo: Search a City

- 11 Members group into teams and looked up vision statements from various cities. These statements were compared to each other, and key words were identified.

6. 10 for 10 Note & Vote: What's your vision?

- 11 Board members used what they had gathered to collaborate on what their vision for the Amarillo is. This led to "Amarillo will be the friendliest, most authentic, western destination in the world".

7. Objectives and Key Results: Goals-Objectives

- 11 Discussed OKRs and their achievability with a focus on the key words from the aforementioned vision (friendliest, authentic, and western).

8. Review: How does the board support Vision/OKRs?

- 11 Using all of the discussion throughout the day, the board members rewrote their "headline" from earlier survey responses.
- 11 There were discussions on changing perspectives and thinking bigger as well as recognizing that the ACVB has two audiences to speak to (visitors and community).

9. Discussion on future meeting dates and possible agenda items.

The next meeting date is August 28, 2024

8:30 AM in the Board Room of the Bivins Home, 1000 S Polk, Amarillo, TX 79101

10. Adjournment



Respectfully submitted,

alexis Gunter

Alexis Gunter

Executive Assistant

Angela Knapp Eggers

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CVB Board President

