

**Amarillo Convention and Visitors Bureau  
Board of Directors  
Special Meeting**

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February 27, 2026

12:00 PM

Mack Dick Pavilion, Palo Duro Canyon

11450 Park Road 5

Canyon, Texas 79015

(Park Fees waived for Visit Amarillo meeting attendees)

Please note: The Amarillo Convention and Visitors Bureau 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.

**AGENDA**

1. **Call to Order**
2. **Public Forum**
3. **General Announcements from Committee Members**
4. **Consideration: Minutes from January 28, 2026**
5. **Review: Visit Amarillo Achievements: First 5 Years**
6. **Presentation and Discussion: 10 Year Tourism Master Plan presented by JLL**
7. **Consideration: Adoption of the 10 Year Mast Plan**
8. **Discussion and Consideration: First 1-3 Year Strategic Plan for Board of Directors**
9. **Discussion on future meeting dates and possible agenda items.** The next regular meeting date is March 25, 2026
10. **Adjournment**

Accessibility to individuals with disabilities at the Mack Dick Pavilion in Palo Duro Canyon State Park is available through accessible entrances and designated accessible parking areas

near the facility. The building is equipped with disability restroom facilities. Individuals with disabilities who require special accommodation or a sign language interpreter must contact the City Secretary's Office at least 48 hours prior to the meeting time by telephone at (806) 378-3013 or the City TDD number at (806) 378-4229 so that appropriate arrangements can be made.

Posted this 23rd day of February 2026