

CITY OF LEBANON, MO
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
TUESDAY, FEBRUARY 6, 2024 AT 1:30 PM
COWAN CIVIC CENTER, 500 EAST ELM STREET, LEBANON, MO

“TENTATIVE AGENDA”

1. Call to Order, Roll Call, Declaration of Quorum
2. Approval of Minutes (11/21/2023 Meeting Minutes)
3. Discussion
 - Lodging Tax Collections FY24 YTD
4. Advertising and Marketing
 - Matching Marketing Grant Program-FY24
 - Website Stats
 - Visitor Profile Study
 - Route 66 Centennial Commission Update
 - Upcoming Events
5. Board Member Comments
6. Adjourn