



**Arlington CVB Board of Directors Meeting
at Greater Arlington Chamber of Commerce
505 E. Border Street, Arlington, Texas 76010**

3 p.m., Wednesday, April 10, 2024

AGENDA

- I. Call to Order**
- II. Call to the Audience**
- III. Consent Agenda**
 - A. Board Attendance Record
 - B. Approval of February 7, 2024 Board Minutes
- IV. The District Report – Keri Parker Berry**
- V. Review and Approval of Financials – Joel McLelland**
- VI. Department Reports (2-3 minutes each)**
 - A. Sports – Matt Wilson
 - B. Operations – Mary German
 - C. Sales – Chad Enloe
 - D. Marketing, Technology & Communications – Michael Ly
- VII. CEO Update – Brent DeRaad**
- VIII. CVB Leisure Branding Update – David Crane, Vice President-Director of Account Management, PETERMAYER; and Eric Camardelle, Senior Brand Strategist, PETERMAYER**
- IX. Adjourn**