

# AGENDA

## WELCOME TO GLENDALE BOARD MEETING CONVENTION, VISITORS, AND BUSINESS ASSOCIATION

September 29, 2021  
2pm - 3pm (VIA ZOOM)

### ZOOM MEETING LOG-ON INSTRUCTIONS:

<https://us02web.zoom.us/j/89534881175>

Meeting ID: 895 3488 1175

One tap mobile +13126266799

1. Call to Order / Roll Call
2. Approval of May 5, June 9, and June 22, 2021, minutes
3. Glendale hotel status and update (City Administrator)
  - a. Engaging our hotels
  - b. Ryder Cup/Summerfest/Oktobertfest challenge
4. Review and possible action 2022 Budget
5. New Visitor Center and GABA Facility Update
6. Brief review of Summer Events
  - a. Music in the Glen
  - b. Fourth of July Celebration
  - c. Root Beer Bash
  - d. Oktoberfest
7. Fall Art & Artisan Fair Report
8. State Fair Marketing
9. Social Media Community Standards
10. Review and possible action on Welcome to Glendale Employee Manual
11. Website/Email Update
12. Direct Marketing Organization State Grant Update
13. GABA Update
  - a. Member Update/Renewals
  - b. Senior Coalition
  - c. Small Business Saturday
  - d. US Chamber of Commerce – Attended online lead conference
14. Set Next Meeting Date (At the New Visitor Center!)
15. Adjournment