



**CITY OF ALLEN**

**AGENDA  
CONVENTION AND VISITOR'S BUREAU  
ADVISORY BOARD  
REGULAR MEETING  
WEDNESDAY, MAY 12, 2021 – 8:00 A.M.  
COUNCIL CONFERENCE ROOM  
305 CENTURY PARKWAY  
ALLEN, TEXAS 75013**

**Call to Order and Announce a Quorum is Present.**

1. Discuss Board Evaluation Form.
2. Approve Minutes of the November 11, 2020, Regular Meeting.
3. Update on Current Market Conditions of the Allen Hotel Industry.
4. Convention Center Update.
5. Update of Marketing Initiatives.
6. Update on Sales Initiatives.

**Adjournment.**

This notice was posted at Allen City Hall, 305 Century Parkway, Allen, Texas, at a place convenient and readily accessible to the public at all times. Said notice was posted on Friday, May 7, 2021 at 5:00 p.m.

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Shelley B. George, City Secretary

Allen City Hall is wheelchair accessible. Access to the building and special parking are available at the entrance facing Century Parkway. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 214-509-4105.