



Meeting Location:

Visit Allen Conference Room

Marriott Dallas | Allen Hotel & Convention Center

777 Watters Creek Boulevard, Allen, Texas 75013

AGENDA

CONVENTION AND VISITORS BUREAU ADVISORY BOARD

Tuesday, June 16, 2026, 8:00 AM

1. Call to Order and Announce a Quorum is Present

2. Agenda Item

- 2.1 Approve minutes of the April 21, 2026, regular meeting.
- 2.2 Receive update on Allen Shopping Centers from Traci Markel, Jaklyn Huffman, and Karen Walter.
- 2.3 Receive update on Visit Allen Marketing from Madden Media Representative.
- 2.4 Director's Report.

3. Items of Interest

[Board announcements regarding local civic and charitable events, meetings, fundraisers, and awards.]

4. 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, in accordance with state law.

Shelley B. George, City Secretary

The Marriott Dallas / Allen Hotel & Convention Center is wheelchair accessible. Access to the building and special parking are available in the parking garage adjacent to the building nearest the elevators of each floor. 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.

Parking is complimentary in the hotel's attached parking garage. Enter through the central doors, through the lobby, then exit the hotel's main entrance. The Visit Allen, Texas office entrance is on the right.

Date Posted: June 9, 2026