

Calaveras Visitors Bureau & Film Commission
Board of Directors Meeting
December 11
Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes
2. Treasurer's Report
3. Marketing Report
 - a. Travel writing scholarship
 - b. Website updates – yet MORE!
 - c. SEO and mobile web quotes
4. New Business
 - a. Status update/discussion on the TOT
 - b. Tourism Matters TV show
 - c. Open house report
 - d. Local PR for the CVB
5. Old Business
 - a. Monthly column in Lodestar
 - b. CBC meeting
6. Board Member Updates
7. Adjourn

CVB Mission Statement

To serve our members and community by supporting sustainable economic growth through the promotion of tourism in Calaveras County.