**CVB Board of Directors March Meeting**

**AGENDA**

March 28, 2018

Aspen Street Architects, Angels Camp 8:30 am

# Call to Order

1. Welcome New Board Members
2. Officer Elections
3. Financial Report
   1. How to read CVB reports overview for new board members
   2. Approval of January & February Financials
   3. Meltwater contract - media tracking
4. Marketing Report
   1. Review of January & February Highlights reports
   2. Marketing Committee meeting report
   3. Vancouver Media Perceptions presentation
   4. New Calaveras guides
   5. DMA West Tech Summit recap
   6. BATS and LATS consumer travel shows recap
5. New Business
   1. County TOT workgroup report
   2. City TOT & sales tax increase
   3. San Francisco Chronicle Gold Country advertorial
   4. Sandy leaving in July
6. Old Business
   1. Bylaws vote - completed
   2. CVB Policy & Procedures Manual
7. Board Member & Advisor Updates
8. Adjourn