



Board of Directors Meeting
April 9, 2013
Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes

2. Treasurer's Report

3. Marketing Report

- a. Activities guide
- b. VIP Program – with Caltravel input

4. New Business

- a. TV show
- b. Sunset Celebrations
- c. Chamber Economic Development
- d. Texas 4000

5. Old Business

- a. TOT
- b. Customer Service Workshop
- c. Local PR for the CVB
- d. Tourism Matters TV show

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.