



Board of Directors Meeting
AGENDA
April 21, 2015
Frogtown Board Room 8:30 am

Call to Order

1. Approval of Minutes
2. Review of Old Action Items
3. Treasurer's Report
4. Marketing Report
 - a. Review of Highlights
 - b. Marketing committee report
 - i. Frog Jump Sweepstakes
 - ii. Capitol Window
 - iii. State Fair booth
5. New Business
 - a. BOS presentation May 12 – focus
 - b. Move the May Board meeting? Input/vote
 - c. DAC Buxton Study presentation May 5th 8:30 am Angels Fire Station – repeated at 4:00 pm for public
6. Old Business
 - a. Gold Country golf fam recap
 - b. Non-member CVB model
7. Board Member Updates
8. Review of New and Carried Over Action Items
9. Adjourn

CVB Mission Statement

The Calaveras Visitors Bureau is Calaveras County's core tourism promotion organization dedicated to creating long term and sustainable economic growth for the region and its members through innovative tourism programs, promotions and partnerships.