

Calaveras Visitors Bureau & Film Commission  
Board of Directors Meeting  
August 14, 2012  
Aspen Street Architects, 8:30 a.m.

Call to Order

1. New rules
2. Approval of Minutes
3. Treasurer's Report
  - a. 2012/2013 budget
4. Marketing Report
  - a. Video Update
  - b. Facebook – updates + ads paused
  - c. Photo gallery
  - d. Website ideas
5. New Business
  - a. New logo and letterhead
  - b. Open door policy – newsletter & open house wine and cheese at visitors center
  - c. Activities guide
  - d. Community Outreach/Education
    - i. Monthly video interviews with thepinetree.net
    - ii. Monthly column in the Enterprise
    - iii. Community meetings - Valley Springs Visitors Association, Alpine County Chamber & Mtn. Ranch meeting
6. Old Business
  - a. Tourism Marketing District (see report from Civitas arriving Monday)
  - b. TOT partnership – next steps
  - c. New board member
7. Board Member Updates
8. Adjourn

*CVB Mission Statement*

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