



Board of Directors Meeting
AGENDA
August 12, 2014
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
5. New Business
 - a. Discover Calaveras: California Cavern
 - b. State Wild & Scenic Designation for the Mokelumne River
 - c. WACVB CEO forum review
 - d. Board Retreat – schedule for September
6. Old Business
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.