



Board of Directors Meeting Agenda

February 12, 2013

Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes

2. Treasurer's Report

3. Marketing Report

- a. Cari's absence strategy
- b. SEO and mobile web quotes from RFP
- c. LA Travel and Adventure Show
- d. HSVC & GCVA
- e. CWA marketing committee
- f. DAC marketing committee

4. New Business

- a. Financial review
- b. Customer Service workshop
- c. State Fair – marketing committee?
- d. Supervisor meetings
- e. Lunar cow activities guide proposal
- f. Hotel Hell

5. Old Business

- a. TOT update
- b. Local PR for the CVB
- c. Tourism Matters TV show
- d. Lodestar Column
- e. Travel Writing Scholarship

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.