



Board of Directors Meeting
January 8, 2013
Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes

2. Treasurer's Report

3. Marketing Report

- a. SEO and mobile web quotes – Steve M.
- b. Website updates

4. New Business

- a. Strategic plan for TOT initiative
- b. New member report

5. Old Business

- a. Local PR for the CVB
- b. Tourism Matters TV show
- c. Lodestar Column

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.