



**Board of Directors Meeting
AGENDA**

January 14, 2014

Frog Town Board Room, 8:30 am

Call to Order

1. Approval of Minutes

2. Review of Action Items

3. Treasurer's Report

4. Marketing Report

a. Review of Highlights

b. Update on interactive map & mobile sites

5. New Business

a. Executive Committee recommendation to hire Jason Smith as new PR contractor

b. Upcoming Travel & Adventure Shows

c. State Fair Collaborative Meeting

d. Budget Review Meeting

e. Discover Calaveras Event

6. Old Business

a. Activities Guide

b. RFP responses

c. Bank change

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.