



**Board of Directors Meeting**  
**AGENDA**  
January 20, 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
  - b. Marketing committee report
  - c. Sweepstakes report
5. New Business
  - a. 2015 Marketing Calendar
  - b. 4 & 49 Gateway & Corridor Committee & meeting
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.