



**Board of Directors Meeting**  
March 12, 2013  
Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes

2. Treasurer's Report

3. Marketing Report

- a. State Fair booth
- b. Social media – Cari
- c. VIP Program

4. New Business

- a. Revised budget
- b. New member report from board

5. Old Business

- a. TOT
- b. Customer Service Workshop
- c. Local PR for the CVB
- d. Tourism Matters TV show

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.