



Board of Directors Meeting
AGENDA
March 17, 2015
Frogtown Board Room 8:30 am

Call to Order & Welcome Sarah Lunsford

1. Approval of Minutes
2. Review of Old Action Items
3. Treasurer's Report
 - a. Six month budget review - adjustment
4. Marketing Report
 - a. Review of Highlights
 - b. Marketing committee report
 - i. Frog Jump Sweepstakes
 - ii. Capitol Window
5. New Business
 - a. 2015 State Fair booth – Feasts & Festivals
 - b. Gold Country golf fam
 - c. City Council presentation
6. Old Business
 - a. Revisit non-member CVB model
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.