



**Board of Directors Meeting**  
**AGENDA**  
May 19, 2015  
Frogtown Board Room 8:30 am

Call to Order

1. Approval of March & April Minutes
2. Review of Old Action Items
3. Treasurer's Report
4. Marketing Report
  - a. Review of Highlights
  - b. Buxton study
  - c. Radio interviews result of Golf Fam & 88 Days
5. New Business
  - a. KGO radio – 2 interview slots
  - b. Mark Twain marketing committee
  - c. Sunset Celebrations
6. Old Business
  - a. Capitol Window
  - b. State Fair booth
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.