

Calaveras Visitors Bureau & Film Commission
Board of Directors Meeting
November 13
Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes

2. Treasurer's Report

3. New Business

- a. Lodging concerns with CBC partnership
- b. GABA presentation & website workshops
- c. Winter sports packages – Hwy 4
- d. Lexus commercial
- e. Activities Guide – Ginger
- f. November financial review - Ginger
- d. New member welcome email

4. Marketing Report

- a. Photo contest, blogs, press releases, member blasts - Cari
- b. Website updates
- c. SMG Tahoe Tourism Workshop
- d. SEO and mobile web quotes
- e. Branding

5. Old Business

- a. Membership sales
- b. Monthly column in Lodestar
- c. December Open House

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.