

Calaveras Visitors Bureau & Film Commission
Board of Directors Meeting
October 16
Frogtown Board Room, 4:00 pm

Call to Order

1. Approval of Minutes
2. Treasurer's Report - YTD
3. Marketing Report
 - a. Website – updated CVB info & in-house SEO
 - b. Membership
 - c. Facebook & Google Adwords
4. New Business
 - a. Community Outreach – GABA, Valley Springs, Saddle Creek HOA
 - b. CBC – CVB writeup for CBC website & Candidates Forum
 - c. Website Workshop
 - d. Highway 4 corridor partnerships
5. Old Business
 - a. Grape Stomp
 - b. Recent meetings: Gary Tofanelli, Bill Konietzny
 - c. Video update
 - d. Monthly column in the Lodestar
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.