



Board of Directors Meeting
October 8, 2013
Greenhorn Creek Library, 8:30 am

Call to Order

1. Approval of Minutes
2. Review of Action Items
3. Treasurer's Report
4. Marketing Report
 - a. Review of Highlights
 - b. Review of Cari Morgan's report
 - c. Vote on 3 marketing ideas from each board member
5. New Business
 - a. Annual Dinner
 - i. Innovations in Tourism votes
 - b. Discussion on "Destination Leadership for Boards" homework
6. Old Business
 - a. District 2 marketing
 - b. Visitor Center maintenance
7. Board Member Updates
8. Adjourn

CVB Mission Statement

To serve our members and community by supporting sustainable economic growth through the promotion of tourism in Calaveras County.