



Board of Directors Meeting
AGENDA
October 14, 2014
Frogtown Board Room 8:30 am

Call to Order

1. Approval of August Minutes
2. Review of Old Action Items from September
3. Treasurer's Report
 - a. Approval of August financials
 - b. Approval of September financials
4. Marketing Report
 - a. Review of August Highlights
 - b. Review of September Highlights
5. New Business
 - a. Visit California Third Thursday presentation recap
 - b. Annual dinner report
 - c. Innovations in Tourism report
 - d. Discover Calaveras discussion
6. Old Business
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.