

# VISIT BUCKS COUNTY

*Pennsylvania*

Board of Directors Meeting  
September 16, 2021  
Bucks County Visitor Center

## AGENDA

- I. Call to Order
- II. Reports
  - a. Secretary
  - b. Treasurer
  - c. Chair
  - d. President/COO
    - i. Financials
      - i. Variance
    - ii. Data & Research
      - i. STR Data
      - ii. VBC Google Website Analytics
      - iii. Destination Analysts Forecast
    - iii. Marketing & Communications
      - i. Media Mentions
      - ii. New Ale Trail T-Shirt Design
      - iii. 2022 Commercials
      - iv. Project Coordinator
    - iv. Visitor Services & Visitor Center
      - i. Destination Guide Fulfillment
      - ii. Service Training
      - iii. Building Maintenance
    - v. Industry Relations & Outreach
      - i. Festival & Event Presence
      - ii. Grant Program
      - iii. Annual Meeting
- III. Old Business
- IV. New Business
- V. Adjournment

Next Visit Bucks County Full Board Meeting is December 16.