



DATE: Thursday, March 23, 2017

TIME: 11:45 AM to 12:45 PM

LOCATION: Founders Room, US Bank

MARKETING COMMITTEE MEETING AGENDA AGENDA DETAILS

I. Welcome – Introductions

II. Review 2017 YTD marketing initiatives and results. Review 2nd Quarter 2017 marketing initiatives - Cathy Miller

III. Marketing campaigns are in process as described above. Have you checked your site and confirmed Google Analytics' new SSL is installed throughout? Very important to understand specific referral traffic. Group discussion.

IV. Review Kidalina, Kidaforia promotion, request ongoing new, continued and ongoing content. Jim Lutjohann and Cathy Miller

V. Guest speaker: Bud Hohl
SCORA Logistics Director
Catalina Channel Crossing
US Outrigger Championships 2017I

Upcoming Meetings (Founder Room upstairs in the US Bank building):

- April 20, 2017 Marketing Committee meeting - 11:45am to 12:45pm
- May 18, 2017 Marketing Committee meeting - 11:45am to 12:45am