



DATE: Thursday, May 16, 2019

TIME: 11:45 AM to 12:45 PM

LOCATION: Founders Room, US Bank

MEETING AGENDA

MARKETING COMMITTEE MEETING

- I. Welcome
- II. Introductions and product updates - attendee round table
- III. CatalinaChamber.com site
 - a. Review website results for March, April 2019
 - b. Member Portal Training - Wednesday, May 29 - 10am - 11:30am
Member Webinar to review our Catalina Island Chamber & Visitors Bureau Member Portal. The webinar will be conducted by our technology partner, Simpleview Inc.
In this webinar you will learn:
Portal Basics - How & where to login and reset password
Portal Home Page - Review of the Partner Bulletin, Posts, Portal Carousel, Basic navigation
Profile Section - How to update your account and contacts, My Benefits, Invoices
Collateral - Listings, Media, Special Offers, Calendar of Events, Occupancy*
Opportunities - RFPs*, Media Leads*, Service Requests, Marketplace Reports
*Note: Last 30 minutes will be a training for Hoteliers - all other members can leave training call
- IV. Review marketing results EXL reporting for April 2019
- V. Hosted Media & Travel Trade Industry - Cathy
 - a. Pre-IPW Travalco International Trade FAM: May 31- June 1
 - b. Social Media FAM with Visit L.A. - Madeline Wu - June 11-14
- VI. 2019 Pocket Map shipping status, concierge shows, upcoming mixers - Michelle Warner
- VII. Review GoToCatalina cooperative marketing campaign result report - Cathy, Angela, Dave

Upcoming meeting status:

- June - No committee meeting
- July - No committee meeting scheduled due to July 18, 2019 Annual Meeting & Installation of Officers and Directors dinner from 6p to 9p. Location and further details to be announced

Mission: To attract visitors and advocate for commerce on Catalina Island.