



DATE: Thursday, April 18, 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. Has everyone reviewed their content on the new site?
 - b. New extranet to launch before summer season and will allow members to log-in and update listing content, specials and packages on your own. Stay tuned for access and training.
 - c. Review CatalinaChamber.com website results for February and March 2019
- IV. Hosted Media & Travel Trade Industry
 - a. March 26-28: David DeVoss, Editor & Senior Correspondent -, EastWestNewsService.com and PeterGreenberg.com
 - b. April 2-4: Voyagers Club influencers visit - eight influencers who continue to produce content including Good Day L.A. segment airing yesterday morning
 - c. April 6: Discover L.A. International Directors, MICE China representative and VP Digital
 - d. April 10-12: Carolyn Steere, Editor of Destination "I-Do"
 - e. April 15: Discover LA's China Travel Trade FAM, 15 people
- V. 2019 Pocket Map brochure production status, consumer & trade show review, Upcoming Mixers - Michelle Warner
- VI. GoToCatalina cooperative marketing campaign and website launch on April 8 - Cathy Miller
- VII. Groups Sales and Marketing Update - Cathy Miller
 - a. 2019 YTD RFP status
 - b. New 2019-20 Group Sales & Marketing Cooperative program dates: May 1, 2019 through April 30, 2020

Upcoming meetings:

- May 16 (Thursday) 11:45am to 12:45pm in the Founders Room - US Bank
- June 20 (Thursday) 11:45am to 12:45pm in the Founders Room - US Bank
- July - No meeting scheduled due to Annual Meeting & Installation of Officers and Directors - location to be determined. July 18, 2019: 6p to 9p

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