



DATE: Thursday, September 15, 2016

TIME: 11:45 AM to 12:45 AM

LOCATION: Founder's Room, US Bank

MEETING AGENDA MARKETING COMMITTEE MEETING

AGENDA DETAILS

- I. Welcome – Cathy Miller
- II. Review recent Consumer Marketing Campaigns – Cathy Miller
- III. Review Upcoming Events, Packaging and Posting - Amelia Lincoln
- IV. 2017 Visitors Guide production status – Michelle Warner
- V. Old/New Business
 - a. Update on Annual Marketing meeting dates, location and objectives
 - b. Roundtable discussion: business forecast from now through the end of the year. Any changes in lodging inventory or days and hours of operation due to further water restrictions?
 - c. Upcoming marketing committee meetings: October 20, 2016, 11:45 AM, November 17 and January 19, 2017. December: NO MEETING

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

