



**DATE:** Thursday, September 19, 2019

**TIME:** 11:15 AM to 12:30 PM

**LOCATION:** Founders Room, US Bank

## **MEETING AGENDA**

### **MARKETING COMMITTEE MEETING**

- I. Welcome and introductions - Dave Stevenson
- II. Introduce Greg Carson and Justin Woolard, partners in Crown & Greyhound - Dave Stevenson
- III. Highlight onboarding FAM and ongoing orientation to Catalina Island - Cathy Miller
- IV. Review Brand Development background - Cathy Miller
- V. Greg and Justin to discuss next steps and process in bringing Catalina Island's new Brand identity to "life"
- VI. New marketing meeting schedule: meet quarterly with Crown & Greyhound attending
- VII. Mark your calendars to attend the Annual Marketing Conference on Wednesday, November 20 at Toyon Grill

Upcoming marketing meeting status:

- November 20 - Annual Marketing Conference in Avalon
- January 16, 2020 - 11:15 a.m. to 12:30 p.m. - US Bank Founders room

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