



DATE: **Thursday, January 19, 2017**
TIME: **11:45 AM to 12:45 AM**
LOCATION: **Founders Room, US Bank**

MEETING AGENDA MARKETING COMMITTEE MEETING

AGENDA DETAILS

- I. Welcome – Dave Stevenson, Chairman
- II. Introductions – Committee members
- III. Review Q4 2016 consumer marketing campaign results – Cathy Miller
- IV. Review 2016 Group RFP status report
- V. Review Q1 2017 consumer marketing plan – Cathy Miller
- VI. Review GoToCatalina Q1 2017 marketing plan – Cathy Miller
- VII. Catalina Express new birthday promotion review – Angela Puchala
- VIII. Island of Romance, St. Patrick's Day package needs - Amelia Lincoln
- IX. 2016 Visitors Guide delivery, travel show update – Michelle Warner
- X. 2016 Annual Marketing Conference status update
- XI. Upcoming Meetings: February 16, March 16, TBD follow-up meeting for 2016 Annual Marketing Conference

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