



DATE: Wednesday, January 18, 2017

TIME: 11:00 AM to 12:30 PM

LOCATION: Founders Room, US Bank

MEETING AGENDA

GROUP SALES & MARKETING COMMITTEE MEETING

AGENDA DETAILS

- I. Welcome – Introductions
- II. Review 2016 Groups Marketing Campaign results – Wendy Hummer, EXL
- III. Review 2016 Groups RFP results and status - Cathy
- IV. Discuss 2017 Q1 Groups Marketing initiatives – Wendy Hummer, EXL
- V. Discuss 2017 Q2 through Q4 Groups Marketing initiatives – Group
- VI. Discuss cooperative member partner participation fees and CICVB cooperative campaign contribution - Group
- VII. Upcoming Meetings
 - January 19, 11:45 AM Marketing Committee meeting
 - February 16, Groups Sales and Marketing Committee meeting
 - March 16, Groups Sales and Marketing Committee meeting