

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

**FACVB BOARD OF DIRECTORS
SPECIAL MEETING**

Cape Fear Botanical Garden
**December 7, 2021
NOON**

AGENDA

- 1) Call to Order – Amy Cannon
- 2) FACVB Board Officers – Randy Fiveash
- 3) Orientation – FACVB Team
 - a) Overview
 - b) Research
 - c) Administration
 - d) Database/Website
 - e) Tourism Marketing • Bureau • Mythic • Adams & Knight
 - f) Sports Marketing
 - g) Convention Sales
 - h) Public Relations/Media
 - i) Visitor Services
- 4) Visioning Session
- 5) Questions/Comments
- 6) Next Meeting: January 26, 2022
- 7) Adjournment