

AGENDA

Marketing Committee Special Meeting
Thursday, August 1, 2019 | 1:00 pm – 2:30 pm
MCCVB Conference Room

WELCOME & INTRODUCTIONS

PUBLIC COMMENT

(This portion of the meeting is reserved for members of the public to address the Committee on any matter not on this agenda but under the jurisdiction of the MCCVB Marketing Committee. Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting but no deliberation may occur.)

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. **Minutes** from April 11, 2019 Marketing Committee Meeting
Recommended action: Approve minutes as presented.

REGULAR AGENDA

NEW BUSINESS

A. Orientation

Recommended action: Review and discuss 2019-20 Marketing Committee roles, MCCVB organizational chart and support agencies; ROI tracking

B. FY19-20 Business Plan

Recommended action: Topline discussion of 2019-20 marketing and communications initiatives for group, leisure and international plans, co-op advertising opportunities and activations in progress

C. Major Promotions & Projects Updates

Recommended action: Content marketing approach, community initiative/campaign, special requests from funding partners

D. Next Steps

Recommend Action: Review calendar for upcoming months

GOOD OF THE ORDER

Recommended action: Comments from members of the Committee for the Good of the Order and possible recommendations for future marketing committee agenda items.

ADJOURN

Next Meeting:
Tuesday, November 12, 2019
1:00 pm – 2:30 pm
MCCVB Conference Room

MCCVB MISSION: Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community.