

AGENDA

MCCVB Marketing Committee - Regular Meeting

Wednesday, April 21, 2020; 1:00pm – 2:30pm

Zoom Conference: <https://us02web.zoom.us/j/88087990684>

Dial in: +1 669 900 9128

Meeting ID: 880 8799 0684

CALL TO ORDER

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.

MEMBER AND STAFF ANNOUNCEMENTS

CONSENT AGENDA

- A. Minutes from January 15, 2021 Sales & Marketing Joint Committee Meeting
Recommended Action: Approve minutes as presented.
- B. Monthly Reports
Recommended Action: Receive March 2021 Reports.

REGULAR AGENDA

New Business

- A. Review Current Marketing Communications Activities
Recommended Action: Receive presentation and discuss results.
- B. Fiscal Year 2021-2022 Business Plan and Goal Setting
Recommended Action: Receive presentation and discuss marketing communications plan. Provide feedback and recommendations to MCCVB team.
- C. Monterey County Events Updates
Recommended Action: Review and discuss upcoming and rescheduled marquee events.

GOOD OF THE ORDER

NEXT MEETING: TBD

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