

## AGENDA

MCCVB Marketing Committee - Regular Meeting

Wednesday, April 27, 2022; 3:00pm – 4:30pm

Zoom Conference:

<https://us02web.zoom.us/j/89495912599?pwd=V1A3bC9sTUJMM2RpcWk3Wlp4V2FVdz09>

Dial in: +1 669 900 9128

Meeting ID: 894 9591 2599

### 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 of the October 13, 2021 Marketing Committee Meeting

Recommended Action: Approve minutes as presented.

B. Monthly Reports

Recommended Action: Receive January – March 2022 Reports.

### REGULAR AGENDA

New Business

A. Review Current Marketing Communications Activities

Recommended Action: Receive presentation and discuss results.

B. Fiscal Year 2022-2023 Business Plan and Goal Setting

Recommended Action: Receive presentation and discuss marketing communications plan. Provide feedback and recommendations to MCCVB team.

### GOOD OF THE ORDER

### NEXT MEETING:

MCCVB Joint Marketing + Sales Committee - Regular Meeting

TBD

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