

## AGENDA

MCCVB Marketing Committee - Regular Meeting

Tuesday, April 18, 2023; 3:00pm – 4:30pm

Zoom Conference:

<https://us02web.zoom.us/j/85082981607?pwd=ZTgxQ24zV1hjSWpFK1Zua0JSRGIPUT09>

Dial In: +1 669 900 9128

Meeting ID: 850 8298 1607

### 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 18, 2022 Marketing Committee Meeting  
Recommended Action: Approve minutes as presented.
- B. Monthly Reports  
Recommended Action: Receive January – March 2023 Reports.

### REGULAR AGENDA

#### New Business

- A. Committee Member Roundtable  
Recommended Action: Discuss updates in the community.
- B. Review Current Marketing Communications Activities  
Recommended Action: Receive presentation and discuss results.
- C. Fiscal Year 2023-2024 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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