

AGENDA

MCCVB Marketing Committee - Regular Meeting
Wednesday, October 21, 2020; 1:00pm – 2:30pm

Zoom Conference:

<https://us02web.zoom.us/j/81979726249?pwd=Tm1ucVM0ckpQc0dZcERmVTFrUUVtdz09>

Meeting ID: 819 7972 6249

Passcode: 781730

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 August 12, 2020 Sales & Marketing Joint Committee Meeting
Recommended Action: Approve minutes as presented.
- B. Monthly Reports
Recommended Action: Receive September 2020 Reports

REGULAR AGENDA

New Business

- A. Q1 Marketing Recovery Results
Recommended Action: Receive presentation and discuss results.
- B. Q2 Marketing Recovery Plan Updates
Recommended Action: Discuss current activities, focus and measurement.
- C. Looking Ahead
Recommended Action: Discuss group marketing and leisure planning.

GOOD OF THE ORDER

NEXT MEETING: January 20, 2021- Joint Sales & Marketing Meeting 3:00-5:00pm

ADJOURN