

AGENDA

MCCVB Marketing Committee - Regular Meeting
Wednesday, October 13, 2021; 3:00pm – 4:30pm
Zoom Conference: <https://us02web.zoom.us/j/87131516115>
Dial in: +1 669 900 9128
Meeting ID: 871 3151 6115

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 July 21, 2021 Sales & Marketing Joint Committee Meeting
Recommended Action: Approve minutes as presented.

- B. Monthly Reports
Recommended Action: Receive September 2021 Reports.

REGULAR AGENDA

New Business

- A. Committee Member Roundtable
Recommended Action: Discuss updates in the community.

- B. Q1 Overview
Recommended Action: Receive presentation and discuss results.

- C. Review Current Marketing Communications & Initiatives
 - 1. NITM Refresh Leisure Campaign
 - 2. Group Marketing Campaign
 - 3. Co-Op Media Opportunity
 - 4. Earned Media Measurement
 - 5. International MarketingRecommended Action: Receive presentation and discuss.

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.

NEXT MEETING:

MCCVB Joint Marketing + Sales Committee - Regular Meeting
Wednesday, January 19, 2022; 3:00pm – 4:30pm

ADJOURN