|  |  |
| --- | --- |
| DATE: | Thursday, August 18, 2016 |
| TIME: | 11:45 AM to 12:45 AM |
| LOCATION: | Founder’s Room, US Bank |



MEETING AGENDA

MARKETING COMMITTEE MEETING

AGENDA DETAILS

1. Welcome – Dave Stevenson, Chairman
2. Review 2016 visitor survey results and synopsis (March through June) – Jim Luttjohann
3. Review YTD Consumer Marketing Campaign Results and upcoming initiatives – Cathy Miller
4. Review Holiday Events, Packaging and Posting - Amelia Lincoln
5. 2017 Visitors Guide production update – Michelle Warner
6. Next Meeting : Thursday, September 15, 2016, 11 :00 AM
   1. Future meetings: October 20, November 17 and January 19, 2017
   2. December: NO MEETING

**Mission**: To attract visitors and advocate for commerce on Catalina Island.