

## ICVB Executive Team Meeting Agenda

### I. Executive Director's Report

- Municipal Advocacy and Legislative Review: Insights from City Council sessions, upcoming agendas, and local policy impacts.
- Regulatory and Process Evolution: Critical updates on municipal procedural changes affecting organizational operations.
- Board Relations and Governance: High-level summary of board developments and strategic alignment.

### II. Sales and Services

- Sales Pipeline and Performance Metrics: Quarterly progress toward targets, lead generation, and key account status.
- Hospitality Sector Outlook: Comprehensive updates on hotel partnerships, industry trends, and stakeholder engagement.

### III. Marketing and Communications

- Strategic Project Milestone Report: Status updates on major campaigns, collateral development, and brand initiatives.
- Digital Engagement and Social Media Analytics: Performance review of social platforms and audience growth strategies.

### IV. Finance and Administration

- Governance and Committee Oversight: Review of recent committee actions and administrative board requirements.
- Revenue Analysis: Hotel Occupancy and Tax (HOT): Review of occupancy trends and projected tax revenue.
- Systems and Infrastructure (IT): Updates on cybersecurity and organizational technology enhancements.