

AGENDA – VCVB Marketing Committee Meeting

Monday, January 11, 2020 4:00 PM

Via Zoom

Goals & Objectives: Provide marketing support to CVB by identifying strategic regional events and develop marketing calendar for promotion; Review of CVB marketing materials for optimal spin potential; and to review CVB Sales and Tourism marketing plan and make recommendations to CVB Board of Directors, and review the impact results from marketing campaigns/efforts.

\*\* New meeting days: 2nd Monday of each month at 4:00 effective 9/2020

**Event & Itineraries Marketing Plan**

* New 2021 tracking tool for Marketing Committee; review work plan for year