### **Marketing Committee Meeting**

**Tuesday August 9th, 2016 | 1:30pm – 3:30pm**

**MCCVB Conference Room**

**WELCOME & INTRODUCTIONS**

**PUBLIC COMMENT**

(This portion of the meeting is reserved for members of the public to address the Board of Directors on any matter not on this agenda but under the jurisdiction of the MCCVB Board of Directors. Board members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting but no deliberation may occur.)

**MEMBER AND STAFF ANNOUNCEMENTS**

**CONSENT AGENDA**

1. Minutes of the May 26th, 2016 Marketing Committee Meeting

Recommended Action: Approve Minutes

**REGULAR AGENDA**

**NEW BUSINESS**

A. Orientation

Recommended Action: Review and discuss overview of the 16-17 Marketing Committee Role

B. MCCVB Goals & Metrics

Recommended Action: Review and discuss goals & metrics for FY 16-17 and ROI grids and event summary reports

C. Review Immediate Plans

Recommended Action: Review and discuss 2016-2017 marketing and communications initiatives for group, leisure and international plans and activations in progress

1. Community Communications

Recommended Action: Review and discuss current communications activities including car week and Soberanes fire

1. Next Steps

Recommended Action: Review calendar for upcoming months

**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.

**ADJOURN**

**Next Meeting:**

**Thursday, October 6th, 2016**

**10:30 – 12:00pm**

**MCCVB Conference Room**