

## **AGENDA**

### **Marketing Committee Meeting**

**Tuesday, April 19, 2016: 10:00 am – 11:30 am**

### **MCCVB Conference Room**

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#### **Welcome & Introductions**

#### **PUBLIC COMMENT**

(This portion of the meeting is reserved for persons to address the Marketing Committee on any matter not on the agenda but under the jurisdiction of the MCCVB Marketing Committee. Committee 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**

##### **A. Minutes of the January 14, 2016 Marketing Committee Meeting**

Recommended Action: Approve Minutes

#### **REGULAR AGENDA**

##### **NEW BUSINESS**

##### **A. Agency Resources**

Recommended Action: Review recommendation from the Marketing subcommittee on agency resources.

##### **B. MCCVB Updates**

Recommended Action: Review status updates sent prior to the meeting.

##### **C. MCCVB Upcoming Initiatives**

Recommended Action: Review and discuss upcoming activities for the remainder of the fiscal year.

##### **D. FY 2016-2017 Marketing Plans**

Recommend Action: Review and discuss 2016-2017 marketing and Communications initiatives, budget and metrics.

#### **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, June 2, 2016**  
**10:30 am-12:00 pm**  
**MCCVB Conference Room**

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