Welcome & Call to Order

Public Comment (for any item that is not on the agenda – please limit to 3 minutes)

ACTION ITEM: Consent Calendar (Routine items approved with one vote unless one or more items are pulled for separate consideration by a board member)
- Accept Prior Meeting Minutes
- Financial Reports

Business Items
- INFORMATION ITEM: Monthly Reporting (web, TOT and STR), PR Overview and Media Plan
- DIRECTION ITEM: Lodging Specials Page
- INFORMATION ITEM: Recap YTD Results
- INFORMATION ITEM: SMG Influence Survey Results
- ACTION ITEM: Review and Approve 2017|2018 Draft Budget
- ACTION ITEM: Review and Approve 2017|2018 Goals
- DIRECTION ITEM: Setting the Stage: 2017|2018 Marketing
- DIRECTION ITEM: Media recommendation: Sunset Travel Chronicles

INFORMATION ITEM: Updates
- Chairman’s Report
- VCB and TMD Report: Rodeo PRCA Champions Challenge
- Committee Member Reports (Open opportunity for committee members to update group on key business or community issues; share significant news; etc.)

Future Agenda Items
- 2017|18 Marketing and Media Plan
  - Fall Campaign Strategy and Creative
- KPS3 contract extension

Adjourn

Next Meeting: July 12, 2017 from 3 – 5pm

Mission Statement:
“Promote a favorable economic climate while making the Santa Maria Valley a better place to live and work”