

CITY OF LEBANON
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
TUESDAY, July 14th AT 1:30 PM
COWAN CIVIC CENTER, 500 EAST ELM STREET, LEBANON, MO

“TENTATIVE AGENDA”

1. Call to Order, Roll Call, and Declaration of Quorum
2. Approval of Minutes (02/04/2020 Meeting Minutes)
3. Discussion
 - COVID Impacts
4. Budget Information
 - Lodge Tax Collection YTD
 - Fund Balance
 - Grant Update-
 - i. FY20 Q2-4 Update
 - ii. FY21 MMG
5. Advertising & Marketing
 - Tourism Website
 - Search Engine Marketing
 - Getaway Guide, Banners, Wayfinding Signage, Eblast
 - Travel Shows
 - Marketing Firm Update- Renew Annual Contract
6. Social Media
7. Public Engagement
8. Board Member Comments
9. Adjourn Meeting