

CITY OF LEBANON
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
TUESDAY, NOVEMBER 5, 2019 AT 1:30 PM
CCC MEETING ROOM A, 500 EAST ELM STREET, LEBANON, MO

“TENTATIVE AGENDA”

1. Call to Order, Roll Call, and Declaration of Quorum
2. Approval of Minutes (8/6/19 Meeting Minutes)
3. Discussion
 - Fall Festival for 2020
4. Budget Information
 - Lodge Tax Collection YTD
 - FY 20 YTD and Fund Balance
 - Grant Update
 - i. FY19 EOY Report Submitted 11/5/19
 - ii. FY20 Q1 Report Due 11/20/19
5. Advertising & Marketing
 - Tourism Website
 - i. Website Traffic
 - ii. Updates
 - SEM
 - Getaway Guide, Banners, Wayfinding Signage, Eblast
 - Travel Shows
 - Marketing Firm Update
6. Social Media
7. Public Engagement
8. Board Members Comments
9. Adjourn Meeting