

CITY OF LEBANON
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
Wednesday, May 9th, 2018 at 10AM
Meeting Room A, Cowan Civic Center, 500 East Elm

“TENTATIVE AGENDA”

1. Call to Order, Roll Call, and Declaration of Quorum
2. Approval of Minutes (August 2017 Minutes)
3. Discussion
 - Part-time Tourism Employee (update)
 - Lodging Tax-How we stack up against other areas
 - Committee Members Termed
4. Budget Information
 - Lodge Tax Collection FY18 YTD
 - FY18 YTD & Fund Balance
 - Grant Update-Q1-3 Reimbursements
 - FY19 Grant Application
5. Advertising & Marketing
 - New Ads
 - PBS TV Spot/Madden Media Native Ad
 - Route 66 Map
6. Social Media
7. Public Engagement
8. Events
 - Big BAM
 - CAN AM
9. Board Members Comments
10. Adjourn Meeting