

CITY OF LEBANON
TOURISM AND MARKETING ADVISORY COMMITTEE MEETING
Wednesday, August 8, 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 (May 2018 Minutes)
3. Discussion
 - Committee Members Termed and Reappointed by Mayor
 - Potential Co-op with Hotels on MoDOT Signage/Wayfinding Signage
4. Budget Information
 - a. Lodge Tax Collection FY18 YTD End of Year
 - b. FY19 YTD & Fund Balance
 - c. Grant Update-FY Q4 Reimbursement-End of year Grant Report
 - d. FY19 Grant Award-update
5. Advertising & Marketing
 - a. PBS Episode-update
 - b. Native Ad-engagement
 - c. Billboards
 - d. Antique Guide
 - e. Website Proposals
6. Social Media
7. Public Engagement
8. Events
 - a. Big BAM-Recap of event
 - b. Lebanon Gospel Get Together Recap
9. Board Members Comments
10. Adjourn Meeting