

**CITY OF LEBANON**  
**TOURISM AND MARKETING ADVISORY COMMITTEE MEETING**  
**TUESDAY, AUGUST 6<sup>TH</sup>, 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 (5/14/19 Meeting Minutes)
3. Discussion
  - Ad Creation and Marketing Firm Agreement
4. Budget Information
  - a. Lodge Tax Collection YTD
  - b. FY19 EOY
  - c. FY20 YTD & Fund Balance
  - d. Grant Update-
    - i. FY19 Q4 Reimbursement -EOY Report
    - ii. FY20 Award
5. Advertising & Marketing
  - a. Tourism Website- update
  - b. Other Marketing effort updates- Getaway Guide, Banners, Wayfinding Signage, Green Space, Eblast
6. Social Media
7. Public Engagement
8. Board Members Comments
9. Adjourn Meeting