

**HCCVB MARKETING COMMITTEE**  
**MEETING AGENDA**

**Wednesday, March 13, 2013 11:30 am**  
**CVB Offices**

Committee: Pete Oringer (chair), Lowell Daniels, Mandi Kindred, Barbara Groom,  
Toni Dailey, Chris Ambrosini, Diane Cutshall, Lisa Corral

Tony Smithers, Executive Director                      Richard Stenger, Marketing Director

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|----------|---|----------------|
| 11:30 am | <b>LUNCH &amp; CALL TO ORDER</b><br>Review minutes of the February meeting  | Pete           |
| 11:45 am | <b>CATALYST WORKING SESSION</b><br>The Fresno-based travel marketing firm, hired by the CVB to conduct an extensive study of our market, our brand, our competitors, and the like, will have several staffers present to brainstorm with the committee. They will also meet later in the afternoon with the HLA and CVB boards. Among the discussion points slated for the marketing committee meeting are: <ul style="list-style-type: none"><li>• Review goals and success metrics</li><li>• Clarify roles and responsibilities</li><li>• Define communication/reporting protocols</li><li>• Target customers</li><li>• Existing research</li><li>• Tangible and Intangible brand attributes</li><li>• Assets, liabilities and opportunities</li><li>• Communications priorities</li><li>• Expectations</li></ul> | Tony et al.    |
| 1:15 pm  | <b>OTHER UPDATES</b><br>Consumer & Trade Shows<br>Web Stats<br>Social Media<br>Publicity<br>Travel Guide  | Tony & Richard |
| 1:30 pm  | <b>Adjourn</b>  |                |

# MARKETING COMMITTEE MEETING: March 13, 2013

786-4558 LOWELL DANIELS \_\_\_

668-9770 MANDI KINDRED \_\_\_

445-4483 BARBARA GROOM \_\_\_

443-3489 CHRIS AMBROSINI \_\_\_

923-2124 TONI DAILEY \_\_\_

443-5115 TONY SMITHERS \_\_\_

826-0217 DIANE CUTSHALL \_\_\_

443-5115 RICHARD STENGER \_\_\_

825-8226 PETE ORINGER \_\_\_

441-4711 LISA CORRAL \_\_\_

Please be sure to indicate your name

\_\_\_\_\_ **I WILL attend this meeting**

\_\_\_\_\_ **I will NOT be attending this meeting,  
please consider this as an excused absence.**

## Lunch Order : \$7

Please check or circle all that apply!!

Chips & soft drinks provided.

\_\_\_ WHOLE SANDWICH    \_\_\_ 1/2 SANDWICH    \_\_\_ SOUP

BREADS:    \_\_\_ Sliced Sourdough    \_\_\_ Sliced Whole Wheat    \_\_\_ Sliced Lite Rye  
              \_\_\_ Dutch Crunch Roll    \_\_\_ Whole Wheat Roll    \_\_\_ Sourdough Roll    \_\_\_ French Roll

MEATS :    \_\_\_ Roast Beef    \_\_\_ Turkey    \_\_\_ Smoked Turkey    \_\_\_ Pastrami    \_\_\_ Ham    \_\_\_ Salami    \_\_\_ Tuna  
              \_\_\_ Tofu Shop – Smoked Tofu    \_\_\_ Grilled Tofu    \_\_\_ Grilled Veggies

CHEESE:    \_\_\_ Organic Cheddar    \_\_\_ Smoked Raw Cheddar    \_\_\_ Swiss    \_\_\_ Provolone    \_\_\_ Muenster    \_\_\_ Jack  
              \_\_\_ Pepper Jack    \_\_\_ Havarti    \_\_\_ American    \_\_\_ Smoked Gouda

WITH:    \_\_\_ Mayo    \_\_\_ Vegan Mayo    \_\_\_ Yellow Mustard    \_\_\_ Brown Mustard    \_\_\_ Horseradish    \_\_\_ Lettuce  
          \_\_\_ Tomato    \_\_\_ Red Onion    \_\_\_ Pickle    \_\_\_ Pepperoncini Peppers    \_\_\_ Jalapenos    \_\_\_ Sprouts  
          \_\_\_ Olive Oil & Vinegar    \_\_\_ Salt & Pepper

**Please return this to CHARLOTTE by TUESDAY**

FAX: 707-443-5115 or E-MAIL [charlotte@redwoods.info](mailto:charlotte@redwoods.info)

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**Humboldt Convention & Visitors Bureau  
1034 Second Street, Eureka, CA 95501 707-443-5097**