

# AGENDA

Community Relations Committee Meeting  
Tuesday, August 9, 2016 | 9:00 Am - 10:00 AM  
MCCVB Office | 787 Munras Avenue, Suite 110, Monterey, CA

## CALL TO ORDER

## WELCOME

## PUBLIC COMMENT

(This portion of the meeting is reserved for persons to address the Community Relations Committee on any matter not on the agenda but under the jurisdiction of the MCCVB Community Relations Committee. Committee members may respond briefly to statements made or questions posed. They may ask a question for clarification; make a referral to staff for factual information, or request staff to report back to the Committee at a future meeting but no deliberation may occur.)

## MEMBER AND STAFF ANNOUNCEMENTS

## CONSENT AGENDA

- A. May 12, 2016 Meeting Minutes  
Recommended Action: Approve minutes.

## REGULAR AGENDA

## NEW BUSINESS

- A. **Community Relations Calendar**  
Recommended Action: Discuss community relations calendar and action plan.
- B. **Sustainable Moments Campaign**  
Recommended Action: Review and discuss sustainable moments campaign.
- C. **MCCVB Reporting**  
Recommended Action: Review reporting process to jurisdiction partners and provide feedback.
- D. **Jurisdiction / Industry Reports**  
Recommended Action: Discussion and updates.

## GOOD OF THE ORDER

Information: Comments from members of the Committee for the Good of the Order and possible recommendations for future committee items.

## ADJOURN

Next committee meeting:  
Thursday, October 20, 2016 | 3:00 PM - 5:00 PM  
MCCVB Offices

**MCCVB MISSION:** Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests and members.