

Minutes

Marketing Sub-Committee Meeting

Thursday, March 3, 2016 | 9:00 A.M. – 10:30 A.M.

MCCVB Conference Room

Committee Members Present

Bob Buescher
Lorraine Yglesias
Barry Toepke
Katie Denbo
Joan Ioannou

Staff Present

Rob O'Keefe
April Locke
Alliah Sheta
Kalinda Panholzer
Laura Hastie

CK Staff Present

Kristin Bloomquist
Christian Dodd
Fraser Elliot
Christiana Basso
Ian Barry
Chris Wexler
Sara Lewinson

CALL TO ORDER: Bob Buescher called the meeting to order at 9:00 a.m.

1. **PUBLIC COMMENT:** None

2. **MEMBER AND STAFF ANNOUNCEMENTS:** April Locke introduced the new Marketing Coordinator, Laura Hastie.

3. **REGULAR AGENDA:**

NEW BUSINESS

A. CK Presentation:

1. Rob introduced Cramer Krasselt (CK) who has been the ad agency of record for the MCCVB
2. Kristin Bloomquist introduced the CK team and outlined the history of their work with the MCCVB. The team went on to describe their approach to a content program that is data driven and has dynamic distribution to amplify results. Execution of the content plan, case studies of similar work and ideas that they would have in working with the MCCVB were presented. Discussion ensued

GOOD OF THE ORDER

None.

4. **ADJOURNMENT:** The meeting adjourned at 10:50 a.m.