NOTICE OF PUBLIC MEETING
FORM NO. 1

Springfield Convention and Visitors Bureau, Inc. Board of Directors Marketing Committee will meet Friday, January 15, 2021 at 10:30 a.m. at the Route 66 Visitor Information Center, 815 E. St. Louis St.

Join Zoom Meeting
https://us02web.zoom.us/j/83477090104?pwd=QkI4YWhNQTItMjZnNXluOWdGa2pwQT09

Meeting ID: 834 7709 0104
Passcode: 624053

Meeting Contact: Megan Buchbinder, Director of Marketing
Springfield Convention & Visitors Bureau
(417) 881-5300

AGENDA

1. Welcome and Introductions
2. Review of 2020 marketing initiatives and COVID Confidence Research
3. Update on website, digital marketing opportunities
4. Spring 2021 Campaign Theme overview
   A. Feedback on campaign incentive program
   B. Brainstorm/discussion on marketing tactics
5. New Business

This notice is being given 24 hours prior to the meeting or vote.

A copy of this notice shall be kept by the secretary as part of the minutes of the meeting and shall be posted on a bulletin board or other prominent place easily accessible to the public and designated for such purpose at the principal office of the governmental body or if no such office exists, at the building in which the meeting is to be held. A copy of this notice may be obtained by contacting the City Clerk at City Hall.

This meeting or vote is:

X Open

_____ Closed

_____ Closed only for agenda item _____

By: CITY CLERK'S OFFICE

Following completion of its agenda, the Board of Directors Marketing Committee may, if a Springfield Convention & Visitors Bureau, Inc. majority approves, hold a closed session to consider matters included with the purview of Section 610.021 (1, 2, 3, 13, 14, 17 and/or 22) RSMo.

For: Springfield Convention & Visitor Bureau, Inc.
(Governmental Body)

In accordance with ADA guidelines, if you need special accommodations when attending any City meeting, please notify the City Clerk's Office at 864-1650 at least 3 days prior to the scheduled meeting.