



Marketing, Group Sales and Special Events Board

Thursday, December 12, 2024

8:30 AM

**130 Kearns Road
Council Chambers**

Agenda

- 1. Roll Call**
- 2. Public Non-Agenda Items**
(Limit 3 Minutes Each)
- 3. Approval of Meeting Minutes from Previous Meetings**
31.. Approval of Previous Meeting's Minutes
[Marketing_ Group Sales and Special Events Board Minutes 9-19-2024.pdf](#)
- 4. Programs for Review, Approval and/or Heads Up**
 - 4.1. Destination Management Plan Update**
 - 4.2. Marketing Dashboards**
[Primary Marketing Dashboard Dec 2024.pdf](#)
[Public Relations Dashboard Dec 2024.pdf](#)
[Digital Marketing Dashboard Dec 2024.pdf](#)
 - 4.3. Group Sales Update**
[Group Sales Board Report December 2024.pdf](#)
 - 4.4. Tourism Budget**
[Budget Performance Report 12.09.24.pdf](#)
- 5. Other Matters Arising**
- 6. Ajournment**