



BOARD OF DIRECTORS BOARD OF DIRECTORS MEETING AGENDA
Wednesday, August 24, 2022 8:30 a.m. – 10:00 a.m.

BOARD MEMBERS IN-PERSON MEETING
2151 Salvio Street Suite T Concord CA 94520

GUESTS - Zoom number: <https://zoom.us/j/92760070536> Meeting ID: 927 6007 0536
Chris Mellini, Chairman, Presiding

MISSION: To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities

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| 1. Call to order | Mellini |
| 2. Public Comment/ Announcements | All |
| 3. Presentation from CEO of Concord Chamber of Commerce | Melissa Rea |
| 4. Update from Hotels, Boardmembers and City Representative | Mellini, All |
| 5. Approval of June 22, 2022 Board of Directors Minutes | Potvin |
| 6. Approval of July 2022 Financial Report <ul style="list-style-type: none">▪ Review of FY2021-2022 Financials | Mellini |
| 7. Review and Approve \$ 50,000 towards FY2022-23 Reserve Account | Mellini |
| 8. Marketing and Sales Report | Walker |
| 9. Review and Approve 2022-23 Advisory Committee Roster | Mellini |
| 10. Review and Approve 2021-2022 Annual Report | Schroth |
| 11. Present 2022-2023 Marketing Strategic Plan & Logo Evolution | Allie Rolfs, Verdin Mkting |
| 12. CEO Report <ul style="list-style-type: none">▪ Advocacy / Sustainability Efforts▪ Sensory Training▪ Zartico Analytics▪ Board Survey▪ Staff Updates | Schroth |
| 13. Chairman's Round Table | Mellini |
| 14. Adjourn to next meeting Wednesday, September 28, 2022, 8:30 a.m. for the Annual Tourism Breakfast at Brenden Theatres. | |