



Thursday, July 23, 2020 | 10:00 AM – 10:53 AM | <https://us02web.zoom.us/j/5456501810>

CVB Board: Wayne Thares, Scott Lettre, Kerry McInerney, Christina Horton, Gayle Fisher

TBID Board: David Buckingham, Becky Amaral-Miller

STAFF: Rebecca Engum, Marisela Hazzard

10:00 | 1. Welcome, Introductions, Call to Order – Scott Lettre, Becky Amaral-Miller

10:01 | 2. Public Comment – Scott Lettre, Becky Amaral-Miller
Opportunity for public comment related to items on the agenda

No public comment.

10:02 | 3. Paid Media Placement Performance – Heather Burcham

Heather Burcham gave report.

10:13 | 4. Website and Social Media Performance – Marisela Hazzard

Marisela Hazzard gave report.

10:28 | 5. NOCOVID Social Media Campaign – Rebecca Engum

Rebecca Engum gave report. Discussed markets and objective. Small investment relative to potential payoff. Discount code to reinforce brand versus reminding people of pandemic.

10:43 | 6. Drive Market COVID-19 Data – Rebecca Engum

Rebecca Engum gave report. Discussed current travel versus future travel planning and tailoring message for soft sell. Reviewed market sensitivity in Washington and Colorado.

10:53 | 7. Adjourn – Scott Lettre, Becky Amaral-Miller

Meeting adjourned.