



Boards of Directors Marketing Meeting Agenda
Great Falls Convention and Visitors Bureau & Great Falls Tourism Business
Improvement District

Thursday, July 23, 2020 | 10:00 AM – 11:30 AM | <https://us02web.zoom.us/j/5456501810>

10:00 | 1. Welcome, Introductions, Call to Order – Scott Lettre, Sandra Thares

10:05 | 2. Public Comment – Scott Lettre, Sandra Thares
Opportunity for public comment related to items on the agenda

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

10:25 | 4. Website and Social Media Performance – Marisela Hazzard

10:35 | 5. NOCOVID Social Media Campaign – Rebecca Engum

10:55 | 6. Drive Market COVID-19 Data – Rebecca Engum

11:15 | 7. Adjourn – Scott Lettre, Sandra Thares