



## BOARD OF DIRECTORS MEETING AGENDA

August 26, 2020 8:30 a.m. – 10:00 a.m.

**Zoom number:** <https://zoom.us/j/92760070536> Meeting ID: 927 6007 0536

Billy Mendez, 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   | Mendez         |
| 2. Public Comment/ Announcements   | All            |
| 3. Update from City Representative   | Potvin         |
| 4. Update from Hotels and Boardmembers – COVID   | Mendez, All    |
| 5. Approval of July 22, 2020 Board of Directors Minutes                                  | Mendez         |
| 6. Presentation of July 2020 Financial Report  | Mellini        |
| 7. Marketing, Sales, PR and Outreach Report  | Walker/Rogers  |
| ▪ Upcoming Live Events –Concord Taco Trail, CoCo County Wine & Beer Map                  |                |
| ▪ Upcoming Virtual Events – Concord Jazz Festival, Concord Oktoberfest                   |                |
| ▪ Reopening Video  |                |
| 8. Update from Sales committee   | Schroth/Walker |
| 9. Update from Advisory committee  | Smith/Cabral   |
| 10. Review and Approve 2019-20 Annual Report   | Schroth        |
| 11. CEO Report   | Schroth        |
| ▪ Recovery Tactics – Concord Creed pledge, videos  |                |
| ▪ Advocacy – CalTravel, Adaptive Learning Center & other non-profits, EBLC, City/Chamber |                |
| ▪ Co-op Partnerships   |                |
| ▪ PPP  |                |
| ▪ Visitor Center Update  |                |
| 12. Adjourn to next meeting Wednesday, September 23, 2020, 8:30 a.m. location via Zoom.  |                |