

**District Marketing Council
November 8, 2017, 2pm
BLACVB Board Room**

AGENDA

1. 2017 Christmas marketing update
2. 2018 Budget update
3. 2018 Media update
4. 2019 Creative update
5. Vacation Guide
 - a. Covers
 - b. Business Directory listings
6. Digital marketing update
 - a. 2018 Overview
 - b. Google Pilot Program
 - c. ExploreBranson.com ROI Summary
7. Nate Luke shoots
8. Ice Cream booth/ABA dine-around update
9. Show Task Force update
10. Branson Live Series

*Next DMC Meeting: January 24th, 2pm, 2018

*Community Marketing Presentation: February 27th, 2018, 8:30am (Doors open at 8 – presentation begins at 8:30)

**Agenda subject to change