



### **Mission Statement**

*The Marshalltown Convention and Visitors Bureau is dedicated to promoting the Marshalltown area as a destination for meetings, conventions, group tours and recreational activities, with an emphasis on overnight business.*

- I. Call to Order/Welcome**
- II. Board Comments/Open Discussion**
- III. Consent Agenda**
  - A. Approve July Minutes and Financials
- IV. Action Items**
  - A. Audit Report by Bowman & Miller – Taylor Johnson
- V. Old Business**
  - A. Investment Committee update
  - B. VFR Brand – Review community asset list
    - a. Objectives
    - b. Marketing Consultant
- VI. New Business**
  - A. Restaurant Week
  - B. CVB 101
  - C. Board Governance – Board attendance, Expectations, Roles & Responsibilities
- VII. Directors Report – Val Ruff**
- VIII. MRP Report – Shelley Lechnir**
- IX. Chair Report – Shelley Lechnir**
- X. Adjourn**