



### **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. Group Sharing**
- III. Consent Agenda**
  - A. Approve October Minutes and Financials
- IV. Old Business**
  - A. Investment update - Ruff
  - B. Visiting Friends & Relatives (VFR) initiative
  - C. Lunar Cow Presentation
    - i. Visitors Guide proposal
- V. New Business**
  - A. Iowa Destination Marketing Alliance Planning Session
  - B. City Council quarterly update - December
- VI. Directors Report – Ruff**
- VII. MRP Report – Lechnir/Drager**
- VIII. Chair Report - Lechnir**
- IX. Other**
- X. Adjourn**

**Next meeting: Thursday, December 13<sup>th</sup>**