

## **Capital Center**

### **Marketing Committee Meeting 11/19/14, 2:30**

#### **AGENDA**

- 1) Review & approval of 10/28 meeting minutes
  
- 2) Review and approval of Website development to date – next steps
  
- 3) Review of the Capital center marketing plan – and how it will work with other destination marketing. Building M&C as well as regional interest.
  
- 4) Review of Capital Center sales generation plan – in cooperation with ACCVB and SMG
  
- 5) Review of Capital Partners concept and plans
  
- 6) Developing Hospitality Sales culture in 2015 – ACCVB as convener – what is role of ACCA marketing committee
  
- 7) Other discussions – old/new business
  
- 8) Adjourn