

AGENDA

8:00 AM • Wednesday, August 17, 2016

Harold W. McKinney Conference Center • Constitution Square Historic Site

- 1. Welcome, Quorum Determination, Agenda Review:** Chairman Richard Trollinger
- 2. Minutes & Financial Reports**
 - A. Previous Meeting Minutes: July 20, 2016
 - B. Financial Reports: July 31, 2016
- 3. Organizational Action/Information**
 - A. Marketing/Communications Insourcing:
 - i. Approve title of Chief Communications Officer for EDP role per CVB board resolution.
 - ii. Report on implementation of new services, role.
 - B. EDP Social Media Strategies: Abby Piper, Caldwell Communications – Presentation, Q&A.
 - C. Strategic Planning Workgroup: Vice Chairman Ben Nelson – Recommendation of RKG Associates, Inc., as vendor for strategic plan development.
 - D. Review of Performance Dashboard: Mr. Nelson – Update, recommendations for implementation.
- 4. EDP President/CEO's Report** (*written report provided in board packet*)
- 5. Partner Reports**
 - A. Local Governments
 - B. Economic Development Organizations (*written reports provided in board packet*)
- 6. Advisory Partner Reports:** Community Sectors; Chairman's Circle Platinum Partners (*as time allows—written reports/informational items provided in board packet*)
- 7. Next Meeting:** 8:00 AM, September 21, 2016, McKinney Conference Center
- 8. Adjournment**