

**OTBID Steering Committee MEETING**

Agenda

Monday, January 11, 2016

 Location: Visit Oakland

481 Water Street

Mark Hochstatter, Chair, Presiding

1. Call to Order M. Hochstatter
2. Committee Introductions A. Best
3. Overview of OTBID Strategic Plan A.Best
	* Targets and Objectives
	* Tradeshow Participation
	* NCAA Tournament Bid
	* Other Targets
	* Staffing, wage allocation
		1. VO Sales & Marketing
		2. % of Administrative
4. OTBID Budget Allocation A. Best
5. Oversight and ROI Reporting A. Best
6. Announcements A. Best
	* OTBID Agreement Update
	* Super Bowl Advertising (Included in Strategic Plan)
	* Update: ORW 2016
	* HEAT
7. Adjournment M. Hochstatter

Next Meeting: TBD

Important Dates: Sept 30th Visit Oakland Open House