



Marketing Committee Meeting Agenda
March 30, 2022 – 1:00pm
Via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/87937229926?pwd=bFBONjJIQ0c4VjZNdnZ0QkRSc0FQUOT09>

Meeting ID: 879 3722 9926

Passcode: 429367

One tap mobile

+13017158592,,87937229926#,,,,*429367# US (Washington DC)

+13126266799,,87937229926#,,,,*429367# US (Chicago)

AGENDA

1. Explore Rockville Tourism Website
 - a. Test server feedback
 - b. Soft-launch plan
 - *Note: Becky's initial thoughts for the launch:*
 - *ID stakeholders*
 - *How and who at Rockville Chamber, REDI, City and County do we work with*
 - *Neighborhood Associations*
 - *List Serves*
 - *Social Media Strategy - Share Social, FB, LI, Instagram*
 - *Who outside of Rockville needs to know*
 - *Press Release(s)*
 - *Rockville/MoCo Restaurant week*
 - *Bei's suggestion today – Trip Advisor*

2. Other Business

Next Meeting: TBD