



Marketing Committee Meeting Agenda
April 19, 2022 – 2:00pm
Via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/83480001504?pwd=bFUrT0hSYlQxZEZPZGIXRDRHSUMzUT09>

Meeting ID: 834 8000 1504

Passcode: 062445

One tap mobile

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AGENDA

1. Explore Rockville Tourism Website
 - a. Soft-launch plan

**Note: Becky's initial thoughts for the launch:*

- *Date and location*
- *Logistics*
- *Giveaways/Collateral*
- *ID stakeholders*
- *How and who at Rockville Chamber, REDI, City and County do we work with*
- *Neighborhood Associations*
- *List Serves*
- *Social Media Strategy*
- *Who outside of Rockville needs to know*
- *Press Release(s)*

2. Other Business

Next Meeting: TBD