Communications and Marketing Committee
February 2018, Annual Meeting
Horseshoe Bay, Texas

Agenda

1. Welcome
2. Roll Call
3. Protocol
4. Committee Guidelines - Communications/Marketing Committee Guidelines - develops plans to maximize the promotion of USTA Texas programs, membership, sponsor and other revenue opportunities within the Association. Provides accurate, up-to-date and pertinent information to all USTA Texas members. In that effort, it provides content for the USTA Texas website, Inside Tennis magazine, the e-newsletter, social media channels and the USTA Texas Tournament Schedule.

5. Strategic Plan Review
6. Progress Report/Action Since Last Meeting
7. Agenda Items for Review
   7.a. CTA Directory, Tools and Education
   7.b. Events Calendar
   7.c. Website Audit
8. Action Needed
9. Adjournment
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Report

The Communications and Marketing committee makes the following recommendations to the Executive Committee:

**STAFF WILL HELP YOU PREPARE THIS REPORT ONSITE.**

*Actions Taken*
1.
2.
3.

*Action Items*
1.
2.
3.

________________________________________
Mardy Ayers, Chair
Communications and Marketing Attendance
February 2018 Annual Meeting • Horseshoe Bay, Texas

Attendance

Members in attendance:

Members not in attendance:

Guests: