



Charlotte Regional Visitors Authority
CRVA Board Strategic Planning Committee
Wed, January 23, 2019 10:45 am-12:00 pm

1. Call to Order
(Art Gallagher)
2. FY19 Balanced Scorecard Update
 - a. Q2 Results Overview
(5 Minutes Brooke Adamson)
 - b. Featured Measures- Convention District Infrastructure Index, Room Night Goal & Event Revenue Pace
(15 Minutes Jorge Rodriguez)
3. State of CRVA Strategy
(20 Minutes Tom Murray)
4. Aligned Influence Assessment
(10 Minutes Tom Murray)
5. Committee Discussion
(20 Minutes Art Gallagher)
6. Other Items for Discussion
(Art Gallagher)
7. Adjourn
(Art Gallagher)

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Committee Members: Art Gallagher (Chair), Dockery Clark, Tom Henson, Carlos Sanchez, Tom Sasser

Conference Call Line: 800-504-8071 / Participant Access Code: 4144011