I. **Industry Input Session**  
Speaker will have 10 minutes with 5 minutes of Q&A  

1. Steve Lyons, Director, Maine Office of Tourism  
   i. Steve will present an overview of current/future marketing efforts and budget.

II. **Marketing bullets from June 5 report**  
1. The importance of having campaigns ready to go that align with changes to quarantine  
2. Review/recommend marketing funding levels for FY21 and FY22, and ways to avoid shortfalls.

III. **Actions Items from June 5 meeting:**  

1. Subcommittee members –  
   i. 4 thoughts on what would be the most effective use of federal/state funding  
      - set the stage for Thursday, June 11 meeting.

IV. **Current Events**

**The Maine Office of Tourism –**  
The Maine Office of Tourism, an office within the Maine Department of Economic & Community Development, is charged with administering a program to support and expand the tourism industry and promote the state as a tourism destination. The office develops and executes effective marketing programs for the benefit of the travel and film industries, as well as the economy and the citizens of Maine by attracting visitors to the state and thereby preserving and creating jobs.