



SPECIAL BOARD OF DIRECTORS MEETING
Hyatt Regency Mission Bay Spa and Marina
1441 Quivira Road | San Diego, CA 92109
Friday, April 24, 2009
8:30 a.m. – 12:00 p.m.

Call to Order / Introductions

Chairman C.Terry Brown

Public Comment:

Comments from the Public on items not otherwise on the Agenda

Action Items:

Brown

Approval of Minutes:

FY 2010 Board of Director Slate of Nominees:

After a review of the results from the formal call for self nominations (March 30, 2009 - April 20, 2009), the nominating committee will present their recommended slate of directors to the board for discussion and vote. The voting process and timeline for the TMD assessed hotels will be reviewed again by our legal counsel.

RFP: "Corporate Communications Planning and Implementation":

Discussion and vote on issuing a request for proposal (RFP) to engage the professional services of an individual or an organization to supply communications management and implementation for the SDTPC.

Maximizing the Centennial Celebration of the 1915 Panama – California Exposition:

Review, discuss, and vote on the recommendation(s) presented by the SDTPC Marketing Advisory Committee.

FY 2010 INCREMENTAL Funding Application Update:

MCCSN as CONVIS Incremental:

On February 5, 2009, the SDTPC Board directed MCCSN to meet with CONVIS to determine if "a *plan to increase multicultural promotions*" could be worked out (with regards to the Multicultural FAM Tour that had been presented by MCCSN on December 12, 2008). MCCSN / CONVIS will report out on the outcome of their discussions. This organization's revised scope of work and budget proposal will be reviewed, discussed, and possibly re-scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Update:

Accessible San Diego as CONVIS Incremental:

Accessible San Diego has been meeting with CONVIS. Following those meetings, a revised scope of work and budget proposal will be reviewed, discussed, and possibly re-scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**CONVIS- LA Market Spring-Summer Stimulus:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**CONVIS- Restaurant Week:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**CONVIS- Database (AMEX) Marketing:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**CONVIS- Canada Advertising Campaign:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**The Old Globe:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**San Diego International Auto Show:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**San Diego Film Festival:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

FY 2010 INCREMENTAL Funding Application Review and Score:**Southern California Magazine Group:**

This is a funding review presentation of the application. This organization's scope of work and budget proposal will be reviewed, discussed, and scored following the SDTPC Application / Guidelines.

Administrative Informational Items:

Chairman's Report: Annual Meeting on June 10, 2009

Brown

Executive Director's Report: FY 2010 Budget Progress
Stewart

Adjournment:**BROWN ACT:**

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts Agendas at 111 Harbor Dr., San Diego, CA 92101. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lorin Stewart at (619) 209-6108 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.