

**SAN DIEGO TOURISM PROMOTION CORPORATION**  
**SPECIAL BOARD OF DIRECTORS MEETING**

Town and Country Resort and Convention Center  
500 Hotel Circle North, San Diego, CA 92108  
Regency Tower-Le Sommet Room

Thursday, July 10, 2008  
2:00PM

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**Call To Order / Introductions**

**Chairman C.Terry Brown**

**Public Comment:**

Comments from the Public on items not otherwise on the Agenda

**Action Items:**

**Brown**

001) Approval of Minutes

002) Incremental Funding: San Diego Convention and Visitors Bureau:

Presentation (by ConVis), review, and approval of incremental funding for immediate summer drive /spot-market advertising and promotions campaign.

**Adjournment:**

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**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.

**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.