



MARKETING ADVISORY COMMITTEE MEETING (Ad Hoc)
Bahia Resort Hotel: DEL MAR ROOM
998 West Mission Bay Drive, San Diego, CA 92109
Tuesday, January 21, 2014
3:00 p.m.

Call to Order / Introductions:

Bill Evans

Public Comment:

Public Comment for ALL items on or not otherwise on the Agenda

Bill Evans

Action Items:

Bill Evans

- 1) **SDTA: FY2015 APPLICATION - Sales & Marketing Programs of Work:**
SDTA's FY2015 Application programs of work will be reviewed and discussed.

- 2) **BPCI: FY2014 Revised Sales & Marketing Programs of Work:**
As a result of the draft agreement with the City of San Diego, the BPCI's revised FY2014 programs of work / budget will be reviewed and discussed. Recommendations will be considered.

- 3) **SDTA: FY2015 APPLICATION - Sales & Marketing Programs of Work:**
SDTA's FY2015 Application programs of work will be reviewed and discussed.

Adjournment of Meeting:

Bill Evans

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. 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.

SAN DIEGO TOURISM MARKETING DISTRICT
MARKETING ADVISORY AD HOC MEETING
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998 West Mission Bay Drive, San Diego, CA 92109
Thursday, January 21, 2014
3:00 p.m.

MINUTES

CALL TO ORDER:

Bill Evans called the meeting to order at 1:05 p.m.

Attending: Bill Evans, Marilyn Hannes, Sarah Mettee, David Mering, Kerri Kapich, Joe Terzi, Julie Dubick, Noreen I., John DeBello, Angie, Victor (BPCI staff), Jim Oddo, Kevin Konopasek, Tom Voss, Jody Blackinton

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

As directed at the December 13, 2013 SDTMD board meeting:

- 1) The SDTA gave an update regarding their current program of work and proposed FY15 SDTA programs of work for sales and marketing (see SDTA presentation 1.21.2014).
- 2) The BPCI group gave a PowerPoint presentation of potential programs and lodging impacts for 2015. The current state of outside fundraising and sponsorships for the event was discussed.

NEXT STEPS:

Both SDTA and BPCI will present their proposed programs of work at the January 24, 2014 SDTMD Board meeting

Bill Evans adjourned the meeting at 4:55 p.m.