



MARKETING ADVISORY COMMITTEE MEETING (Ad Hoc)

**Catamaran Resort Hotel & Spa:
Room: PENTHOUSE SUITE 1457
3999 Mission Boulevard
San Diego, CA 92109**

**Friday, January 23, 2015
10:30 a.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:

- 1) **SDTMD Sub Regional Program & JOddo Consulting Group Proposal – Category A2**
General Discussion & Review

Bill Evans

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
Catamaran Resort Hotel-Suite 1457
3999 Mission Blvd. San Diego, CA 92109
Friday, January 23, 2015
10:30 a.m.

MINUTES

CALL TO ORDER:

Bill Evans called the meeting to order at 10:30 a.m.

Attending: Bill Evans, Marilyn Hannes, Tom Voss, Matt Greene, Joe Terzi, Jim Oddo, Kerri Kapich

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

As directed by the SDTMD board at the January 16, 2015 board meeting, the proposal submitted by JOddo Consulting in response to the RFP "Sub-Region Implementation & Communication Plan", was discussed in this ad hoc meeting.

Jim Oddo gave an overview of his submitted proposal. Joe Terzi and Kerri Kapich reviewed the current program of work that the SDTA was doing for the sub-regions. Potential gaps in the sub-region communication and organizations were discussed.

It was agreed that developing a more specific communication and organization plan for the individual sub-regions was of value. A number of short-term options were discussed.

NEXT STEPS:

JOddo Consulting's proposal will be presented at the January, 30, 2015 SDTMD Board Meeting for discussion and consideration.

Bill Evans adjourned the meeting at 11:55 a.m.