



MARKETING ADVISORY COMMITTEE MEETING (Ad Hoc)
Catamaran Resort Hotel & Spa: Rousseau Room
3999 Mission Boulevard, San Diego, CA 92109
Thursday: December 05, 2013
2:30 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) **FY2014 Sales & Marketing Programs of Work:**

As a result of the draft agreement with the City of San Diego, the SDTMD Corporation's FY2014 programs of work will be reviewed and discussed. Recommendations will be considered.

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-Rousseau Room
3999 Mission Blvd., San Diego, CA 92109

Thursday, December 05, 2013

2:30 p.m.

MINUTES

CALL TO ORDER:

Bill Evans called the meeting to order at 2:32 p.m.

Attending: Bill Evans, Marilyn Hannes, Sarah Mettee & "Dave" (media buyer from LA), Kerri Kapich, Andy Thomas, Kevin Konopasek, Joe Terzi, Matt Greene, John Schafer, Kennan (Grand DelMar), Margie Sitton, Jim Oddo,

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

Due to the new second amendment of the SDTMD Corporation Operating Agreement, potential marketing and sales opportunities and strategies were discussed that might be able to be implemented for the short and long term. Sample topics included potential co-op marketing partners, digital platforms, ramping up hotel sales for specific target markets (e.g. SMERF and religious groups), and earned media targets.

NEXT STEPS:

NA - ongoing.

Bill Evans adjourned the meeting at 4:38 p.m.