



MARKETING ADVISORY COMMITTEE MEETING (Ad Hoc)
Bahia Resort Hotel: MISSION BALLROOM
998 West Mission Bay Drive, San Diego, CA 92109
Thursday, February 13, 2014
1:00 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 – Proposed TMD Budget:**
SDTA's FY2015 Application budget for proposed 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
Bahia Resort Hotel: Mission Bay Ballroom
998 West Mission Bay Drive, San Diego, CA 92109
Thursday, February 13, 2014
1:00 p.m.

MINUTES

CALL TO ORDER:

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

Attending: Bill Evans, Kevin Konopasek, Jody Blackinton, Jim Oddo, Marilyn Hannes, Tom Voss, Matt Greene, John Schafer, Joe Terzi, Kerri Kapich, Mike McDowell, Isabelle (SDTA Staff), Rick Meza, Jere Batten, Margie Sitton, Kevin Swanson

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

Following the January 24, 2014 board meeting, the FY 2015 proposed program of work for the SDTA was further reviewed and discussed by the group in order to get clarification on their proposed sales and marketing programs of work (reference binder of SDTA proposed FY15 program of work).

General discussion regarding the programs of work included feedback about the targeted sales markets and sales representatives, the Meeting Certified Program, market test panels, and sub-region market development. In addition, Kerri Kapich gave brief updates on the status of international flights, mobile device platforms, PCMA, the upcoming NatGeo project,

NEXT STEPS:

NA

Bill Evans adjourned the meeting at 3:35 p.m.