



**MARKETING ADVISORY COMMITTEE MEETING (Ad Hoc)**

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

**Friday, April 18, 2014  
9:00 a.m.**

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**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) **SDTMD FY2014 & FY2015 Sub Regional Promotions – Category A2**  
General Discussion & Review

**Adjournment of Meeting:**

**Bill Evans**

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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. 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.

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SAN DIEGO TOURISM MARKETING DISTRICT  
MARKETING ADVISORY AD HOC MEETING  
Catamaran Resort Hotel-Suite 1457  
3999 Mission Blvd., San Diego, CA 92109  
Friday, April 18, 2014  
9:00 a.m.

MINUTES

CALL TO ORDER:

Bill Evans called the meeting to order at 9:10 a.m.

Attending: Bill Evans, Marilyn Hannes, John Schafer, Joe Terzi, Kerri Kapich, Margie Sitton, Matt Greene, Ilsa Butler

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

Kerri Kapich and Margie Sitton gave a progress update on the FY14 & FY15 Sub-regional programs of work (see presentation notes and Sub-Region Marketing Program).

NEXT STEPS:

NA - ongoing

Bill Evans adjourned the meeting at 10:32 a.m.