



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

**MANCHESTER GRAND HYATT**  
**Executive Office Conference Room on Mezzanine (MZ) Level of the Seaport Tower**  
1 Market Place, San Diego, CA 92101

**Thursday, April 23, 2015**  
**11:30 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**

**Information Items:**

TBD

**Discussion Items:**

**Bill Evans**

- 1) **SDTMD Sub Regional Program & JOddo Consulting Group – 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  
Manchester Grand Hyatt – Exec Conference Room  
1 Market Place, San Diego, CA 92101  
Thursday, April 23, 2015  
11:30 a.m.

MINUTES

CALL TO ORDER:

Bill Evans called the meeting to order at 11:30 a.m.

Attending: Bill Evans, Terry Underwood, Richard Bartell, John Schafer, Jody Blackinton, Joe Terzi, Jim Oddo, Mike McDowell,

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

General update from JOddo Consulting and Joe Terzi regarding the status of the sub-regional program of work. Terry Underwood also talked about the increasingly strong odor in La Jolla due to the sea lions and birds.

NEXT STEPS:

NA – Same updates to be presented at the May 15, 2015 board meeting.

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