



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

**CATAMARAN RESORT HOTEL & SPA:  
Room: TOUCAN ROOM  
3999 Mission Boulevard  
San Diego, CA 92109**

**Tuesday, June 3, 2014  
2:00 - 4:30 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) **RFP Destination Masterplan – Category A1.6**
  - a. General discussion regarding preparation of an RFP for the SDTMD Destination Masterplan
- 2) **Update: SDTA FY2014 & FY2015 Sub Regional Programs – Category A2**
  - a. General discussion & review of the SDTA Sub-regional Promotional Programs
  - b. SDTA & Sports Commission related programming
- 3) **SDTA Presentation – Research Project & Preview of Potential New Advertising Campaigns**
  - a. General discussion & review of the SDTA Presentation – Research Project & Preview of New Advertising Direction and Campaigns.

**Adjournment of Meeting:**

**Bill Evans**

Note: As an Ad Hoc Committee, it is anticipated that the committee will be dissolved upon completion of its referenced program of work. In the future, another Ad Hoc Committee may be formed to address specific directives requested by the SDTMD Corporation Board of Directors.

**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-Toucan Room  
3999 Mission Blvd. San Diego, CA 92109  
Tuesday, June 3, 2014  
2:00 - 4:30 p.m.

MINUTES

CALL TO ORDER:

Bill Evans called the meeting to order at 2:06 pm

Attending: Bill Evans, Marilyn Hannes, Matt Greene, Joe Terzi, Kerri Kapich, Mike McDowell, David Mering, Sarah Mettee, Bert H. (MC staff), Paul (MC staff)

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

- 1) There was a general discussion about the RFP / RFQ process for the Destination Master Plan that will be conducted per the new SDTMD Management Plan Category A1.6. Marilyn Hannes, experienced with the master planning process, gave an overview of best practices.
- 2) Kerri Kapich gave a progress update on the FY14 & FY15 Sub-regional programs of work (see presentation notes and Sub-Region Marketing Program draft addendum 4.16.2014).
- 3) SDTA shared their work on their current research project and previewed their new advertising direction and campaigns. General discussion regarding the presentation included feedback about general look of the preliminary creative and interest in the preliminary test assets & marketing arenas.

NEXT STEPS:

None - Note that an update on the Sub-Region progress will be made at the June 20, 2014 board meeting.

Bill Evans adjourned the meeting at 4:05 p.m.