



MARKETING ADVISORY MEETING (Ad Hoc)

**HARD ROCK HOTEL
Room: WATCHTOWER
207 Fifth Avenue, San Diego, CA 92101**

**Tuesday, August 25, 2015
1:30 p.m.**

Call to Order / Introductions:

Matt Greene

Public Comment:

Public Comment for ALL items on or not otherwise on the Agenda

Matt Greene

Action Items:

Matt Greene

San Diego Tourism Authority (SDTA) requested review of supplemental programs including:

- *Amgen Tour of California – May 2016*
- *World Fireworks Competition - November & December 2016,2017,2018*
- *La Liga LFP World Club Challenge – August 2016 & 2017*

Adjournment of Meeting:

Matt Greene

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 and 24 hours prior to a special 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

Hard Rock Hotel: Watchtower Room
207 Fifth Avenue, San Diego, CA 92101

Tuesday, August 25, 2015

1:30 p.m.

MINUTES

CALL TO ORDER:

Matt Greene called the meeting to order at 1:40 p.m.

Attending: Matt Greene, Sarah Mettee, Vikram Sood, Letty Canizalez, Isla Butler, John Schafer, Joe Terzi, Kerri Kapich, Beth Binger,

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

Joe Terzi and Kerri Kapich of the San Diego Tourism Authority reviewed three programs of potential interest to discuss with the group:

- Amgen Tour of California in May of 2016
- World Fireworks Competition – November & December 2016, 2017, 2018
- La Liga LFP World Cup Challenge – August 2016 & 2017

The general discussion focused on the details of each event and the importance of encouraging appropriate large scale events in the need periods.

NEXT STEPS:

The SDTA will present these three programs of potential interest at a future SDTMD Board meeting.

Matt Greene adjourned the meeting at 3:15 p.m.