



## MARKETING ADVISORY AD HOC

San Diego Tourism Authority Office  
750 B Street, Suite 1500, CA 92101

Monday, September 21, 2015  
8:30 a.m.

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### Call to Order / Introductions:

### Public Comment:

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

### Action Items:

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

- *2017 World Beach Games*

### Adjournment of Meeting:

As an AD HOC Committee, it is anticipated the committee will be dissolved upon the completion of its referenced program of work. In the future, another Ad Hoc Committee may be formed to address specific directives.

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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 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.

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SAN DIEGO TOURISM MARKETING DISTRICT  
MARKETING ADVISORY AD HOC MEETING  
San Diego Tourism Authority Office:  
750 B Street, Suite 1500, San Diego, CA 92101  
Monday, September 21, 2015  
8:30 a.m.

MINUTES

CALL TO ORDER:

The meeting to order at 8:35 a.m.

Attending: Bill Evans, Matt Greene, Sarah Mettee, Letty Canizalez, Isla Butler, Joe Terzi, Kerri Kapich, Mike McDowell, Vince Mudd

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

Joe Terzi & Kerri Kapich of the San Diego Tourism Authority introduced Vince Mudd, who gave a presentation of the potential World Beach Games and the possibility of the event coming to San Diego. He discussed the potential dates and the current bid process.

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

NEXT STEPS:

The SDTA was planning on adding this event presentation to the upcoming Board meeting along with the three programs reviewed at the 8.25.15 Ad Hoc meeting.

Matt Greene adjourned the meeting at 10:00 a.m.