



**MARKETING ADVISORY MEETING (Ad Hoc)**

**OMNI Hotel Downtown:  
Executive Office Conference Room  
674 L Street  
San Diego, CA 92101**

**Thursday, February 26, 2015  
4:00 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) **FY 2016 Annual Application: San Diego Tourism Authority - Funding Categories A1, A2, B:**  
Review and discussion of the **San Diego Tourism Authority** FY 2016 Annual Application.

**Adjournment of Meeting:**

**Bill Evans**

---

**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  
OMNI Hotel Downtown – Exec Office Conference Room  
674 L Street, San Diego, CA 92101  
Thursday, February 26, 2015  
4:00 p.m.

MINUTES

CALL TO ORDER:

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

Attending: Bill Evans, John Schafer, Jody Blackinton, Tom Voss, Kerri Kapich, Joe Terzi, Marilyn Hannes, Mering Carson staff.

Also in attendance: Lorin Stewart

PUBLIC COMMENT:

There were no public comments.

ITEMS:

General overview and clarification summary of SDTA's FY2016 preliminary program of work.

NEXT STEPS:

Next Board meeting will be 2.27.2015.

Bill Evans adjourned the meeting at 5:15 p.m. HMA Gold Key Event followed.