



Travel Costa Mesa Board Meeting Agenda

Tuesday, October 11, 2016 start time 12 to 1:30 pm (lunch for Board members only at noon)

Travel Costa Mesa's new office at 940 South Coast Drive, Suite #265

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.

BROWN ACT NOTICE -*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 Paulette Lombardi-Fries at (714) 786-8583 at least 48 hours prior to the meeting.

Private lunch will be served at noon for Board members

- ***12:30 pm-Call to Order***

Public Comment

- *Public comment for all items not otherwise on the agenda*

Review of August Board Meeting Minutes

- Review, motion to approve Board to approve

Financial Reports July & August

- Review & motion to approve Board to approve

Eat Pillar-CA Dream Eater

- Background and promotional video Paulette Lombardi-Fries

OC Marathon Presentation

- Recap of 2016 and new components to race Gary Kutscher

Marketing

- Marketing Service Funds Guidelines Jessica Placentia & Susan O'Brien Moore
- MICE market update and recap of OCVA China Mission
Brand USA China handout Paulette Lombardi-Fries
- San Francisco Initiative with OCVA/SCP tactical campaign
Components of marketing campaign Linda Ta

City Updates

Tom Hatch

*Our next Board meeting is Dec. 6th at noon. This will be for Board members and sales leaders. Location TBD.
714.786.8585 travelcostamesa.com*