



Costa Mesa Conference & Visitor Bureau Board Meeting Agenda
Thursday, August 9, 2012 NOON
Hilton Costa Mesa, 3050 Bristol
Costa Mesa, CA 92626

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.

Welcome and Call to Order

Public Comment

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

Board to Approve new Board Members

Board to approve

(Phil Campanelli, Charles Haber and Abdul El-Mekhgiane) Mike, & Dan approve

out Eric

June 2012 Meeting Minutes

Susan, Kande

- Review, motion to approve

Board to approve

Financial Report

- Review, motion to approve year end actuals
- Fiscal year 2012-2013 budget to approve

Board to approve

Board to approve

Peter & Mike approve
YE
Peter & Dan, Susan
Dan-city extension of BIA for Tom Hatch

*Kande - any \$ 100K
Susan - how much for legal*

Restaurant Week Kick Off Event Update

Paulette Lombardi-Fries

Pacific Symphony Tickets (handout)

Paulette

Have London and Italy, chef to cook for 8 from Mastro's *Master RSVP for city*
Susan - Kande - do we need more people send email
Pacific Symphony Tickets (handout) *perk for customers Paulette*
Naj - on website, how would we pay Thank you for info
Ticket discount *Kande - pocket size NB*
Marketing/Special Event Update *Susan - hiccup can 4 hotel run \$50*
(Mike, Peter, Kande Susan \$50 SCP)

Mobile Site is up and running! ✓

New visitor guide waiting on new name for Crowne AND Wyndham

- Update New Package Promotion *Paulette 155 not all good #'s*
- Recap OC Marathon 2013, May 5th

Shuttle transportation needed again for 2013, budgeted \$30k+ for this *Mike, Dan, Susan, Kande*

Would like to have sponsorship renewal \$10k *Mike, Kande, Susan*

- Barrett Jackson 2012 Las Vegas

September 20-22 with kick off on Wednesday, September 19th (ends of Sat.) budgeted for two hotel partners to go.

Myriad Marketing Presentation Al Merschen, Managing Partner

City Updates *Location Season* Dan Joyce

3 slots up
Bum. Merschen
68th anniv. June of city 3 day festival. Close Fair
before BJ Cement
Taste of
Car Show
 → *Bike Nation - negotiation*
w/city. Bike no chairs
wheels that don't part
modified bike U can rent. 3 stations Camp
solar power 6-12 bikes

2:15 pm