



**Costa Mesa Conference & Visitor Bureau Board Meeting Agenda**

**Thursday, October 2, 2014 at 12:30**

**Hilton, Costa Mesa-Bristol Meeting Room 1**

**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.

***Lunch will be served at noon for Board members only***

***12:30-Public Comment***

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

***Review of Board Meeting Minutes*** (Exec. Mtg. July, Aug. Board Mtg., Civitas, & closed meeting 9.24.2014)

- Review, motion to approve Board to approve

***Financial Reports***

- Review; motion to approve financials July & August Board to approve

***Review and Motion to Approve City Agreement List***

Board to approve

***Civitas Proposal- Motion to Approve***

Board to approve

***Marketing 2014/2015***

- ART (Anaheim Resort Transit) Mark Feary with South Coast Plaza
- Hotel Marketing Fund Update Susan O'Brien Moore
- OC Marathon Paulette Lombardi-Fries
- Questionnaire follow-up Myriad Paulette Lombardi-Fries
- 50 Reasons to Stay Holiday Promo Linda Ta
- CMRW Results Linda Ta

***Other***

- Myriad Marketing presentation Oct. 30th "*Stretch Marketing: Using Small Budgets to Get Big Results*"
- South Coast Metro Alliance Rob Gauthier

***City Updates***

Tom Hatch