



Travel Costa Mesa Annual Board Meeting Agenda  
Tuesday, April 12, 2022, start time 11:00am – 1:00pm  
Costa Mesa Marriott, 500 Anton Blvd, Costa Mesa, CA 92626 (Lakeview Room)

**NOTICE TO PUBLIC** -You are welcomed and encouraged to participate in this meeting. *Public comments can be emailed to Jessica Placentia at [jplacentia@travelcostamesa.com](mailto:jplacentia@travelcostamesa.com) prior to 9:00am on Tuesday, April 12, 2022, to be read to the Board of Directors and president.* 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.

**AB 361 (The California Brown Act):** The provisions of AB 361 go into effect October 1, 2021, allowing public agencies to continue to meet virtually without adhering to the traditional requirements of agenda posting, physical access to meetings, and quorum requirements of the Brown Act. These changes are effective until January 1, 2024. Under AB 361, local agencies may continue to host virtual meetings under relaxed Brown Act restrictions. Local agencies must give notice and provide an opportunity to the public to attend and comment at virtual meetings. If the virtual meeting technology is disrupted, the meeting must stop until public access is restored. Public comments may not be limited to only those submitted in advance - local agencies must allow an opportunity for live, direct public comment.

**11:00am - Call to Order**

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

- 1. Introduction of Albert Gosch, Regional Manager at Ramada - appoint as new TCM voting board member**
  - Review & motion to adopt
  
- 2. Review Minutes from February 8<sup>th</sup> Board Meeting & April 6<sup>th</sup> EC Meeting** *Jessica Placentia  
Board to approve*
  - Review & motion to approve
  
- 3. Review February & March 2022 Financials** *Paulette Lombardi-Fries  
Board to adopt*
  - Review & motion to adopt
  
- 4. Review Proposed Operating Budgets for May & June 2022** *Paulette Lombardi-Fries  
Board to approve*
  - Review & motion to approve
  
- 5. Marketing Presentation** *Kim Glen & Bobby Navarro*
  - Marketing overview
  - Strategy for upcoming year
  - 3<sup>rd</sup> party data/cookies – next steps
  - Social media as an advertising channel- new media
  - Why is social media important?
  - Influencer marketing, value of post
  - Influencer program importance
  - What is TCM doing to stay at the forefront?
  
- 6. Sales Update** *Paulette Lombardi-Fries*
  
- 7. City Updates** *John Stephens, Mayor of Costa Mesa*