



Costa Mesa Conference & Visitor Bureau Board Meeting Agenda
Tuesday, October 6, 2015 start time 12:30 to 2pm (lunch for Board members only at noon)
 The Westin South Coast Plaza, 686 Anton Blvd., Costa Mesa
 1st Floor, Monarch Bay Meeting Room

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 Director 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 only

12:30-Call to Order

12:30-Public Comment

- Public comment for all items not otherwise on the agenda

Motion Needed for Appointment of new Board Director from Holiday Inn Express Board to approve

Review of August 2015 Board Meeting Minutes

- Review, motion to approve Board to approve

Financial Reports

- Review & motion to approve financials July & August 2015 Board to approve

Prop 26 Update Susan O'Brien Moore

Marketing

- ART recap Paulette Lombardi-Fries
- Re-distribution of Don Anderson's strategic plan from 2009 Paulette Lombardi-Fries
- RFP distribution from vendors for Bureau long term planning meeting Paulette Lombardi-Fries
 - Motion to approve vendor needed
- Ctrip presentation (60 day results) and MICE OCVA proposal Paulette Lombardi-Fries
 - Motion to approve continuing Ctrip online placement & MICE proposal
- Tactical campaign results (summer-Disney ticket) & holiday promo Linda Ta
- Fall-Sunday's free tactical campaign Linda Ta

City Updates Tom Hatch

The next Board meeting will be on **Dec. 1st, The Capital Grille 3333 Bristol Street, #3802 (Plaza Room) at South Coast Plaza, Costa Mesa, CA**