



Travel Costa Mesa Annual Board Meeting Agenda  
 Costa Mesa Marriott, 500 Anton Boulevard, Costa Mesa, CA 92626 (Anton I & II)  
 Tuesday, April 8, 2025, from 11:00 am to 1:30 pm

**NOTICE TO PUBLIC** -You are welcome and encouraged to participate in this meeting. *Public comments can be emailed to Jessica Placentia at [jplacentia@travelcostamesa.com](mailto:jplacentia@travelcostamesa.com) before 8:00 am on Tuesday, April 8<sup>th</sup> to be read to the Board of Directors and the 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.

**BROWN ACT** -California Government Code 54950 (The Brown Act) requires a brief description of each item to be transacted or discussed to be posted at least 72 hours before the 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 Jessica Placentia at [jplacentia@travelcostamesa.com](mailto:jplacentia@travelcostamesa.com) at least 24 hours prior to the meeting.

**CLOSED SESSION – 11:00 AM – 11:30 AM**

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

**1. City Sponsorship Funds Per Civitas Memo**

- Review and motion needed

*Paulette Lombardi-Fries*

**BOARD MEETING– 11:30 AM**

*PUBLIC COMMENTS: Members of the public are welcome to address the board on those items noted under the Closed Session agenda. Each member of the public will be given a total of three minutes to speak on all items on the Closed Session agenda.*

**1. Review Minutes from February 11<sup>th</sup> Board Meeting**

- Review & motion to approve

*Jessica Placentia  
Board to approve*

**2. Review February and March 2025 Financials**

- Review & motion to adopt

*Paulette Lombardi-Fries  
Board to adopt*

**3. Audit Handout Fiscal Year Ending June 30, 2024**

- Review & motion to adopt

*Jessica Placentia  
Board to adopt*

**4. Love Agency Presentation**

- Audience Segmentation Study
- Paid Media - How it's done
- What's Next for TCM Paid Media

*Jonathan Smithgall (Managing Director)  
Emily Rovello (Account Director)  
Adam Whalen (VP, Data Analytics & Research)*

**5. Marketing Updates**

- Current Campaign Snapshot

*Anne-Marie Schiefer*

**6. City Updates**

*John Stephens  
Mayor of Costa Mesa*

Our next Board Meeting will take place on Tuesday, June 10, 2025 – Ayres Hotel

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